

DOCUMENT RESUME

ED 103 917

CS 501 006

AUTHOR Adalian, Paul T., Jr., Ed.
TITLE Speech Communication Index, Volume 1, Number 2.
INSTITUTION Theatre/Drama and Speech Information Center, Pleasant Hill, Calif.
PUB DATE Sep 74
NOTE 40p.
AVAILABLE FROM Theatre/Drama & Speech Information Center, 1 Erin Court, Pleasant Hill, California 94523 (\$10.00 per year, three issues annually)
EDRS PRICE MF-\$0.76 HC Not Available from EDRS..PLUS POSTAGE
DESCRIPTORS Bibliographies; *Book Reviews; *Indexes (Locaters); Reference Materials; *Speech

ABSTRACT

This index, published by the Theatre/Drama and Speech Information Center, cites 30 speech communication journals generated by national and state associations, research institutes, and publishing houses. The index is designed (1) as a guide to materials for scholarly research in speech communication, (2) as a guide for individual awareness, and (3) as a guide for speech communication education at all levels. The index contains: an introduction, general instructions, a classified section, an author index, a subject index, a speech communication thesaurus, a name-in-text index, book and media reviews, bibliographies, and a list of reference materials.
(TS)

ED103917

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION
THIS DOCUMENT HAS BEEN REPRO-
DUCED EXACTLY AS RECEIVED FROM
THE PERSON OR ORGANIZATION ORIGIN-
ATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRESENT
OFFICIAL NATIONAL INSTITUTE OF
EDUCATION POSITION OR POLICY

Speech Communication Index

Volume 1, Number 2

September, 1974

Theatre/Drama & Speech Information Center:

Objectives & Goals	Inside front cover
Editorial Staff	Inside front cover
Readers	4
Cooperating Associations	5

Speech Communication Index:

Introduction	53
General Instructions and Format	54
Classified Section	55
Author Index	63
Subject Index	65
Speech Communication Thesaurus	71
Name-In-Text Index	76
Book and Media Reviews	77
Bibliographies & Reference Materials	83

Request For Article Duplication	Final page
Subscription Information	Inside back cover

*Please note: Pages 7 through 51 inclusive, comprise the Theatre/Drama Index. There is no page 52.

The Speech Communication Index is published triannually (April, September, December) with an annual cumulation by the Theatre/Drama & Speech Information Center. Mailing address: 1 Erin Court, Pleasant Hill, California 94523. Printed in Martinez, California by the Theatre/Drama & Speech Information Center Press. Copyrighted by Paul T. Adalian Jr., 1974. ISSN 0094-7822. Subscription information located inside of the back cover.

PERMISSION TO REPRODUCE THIS
COPYRIGHTED MATERIAL BY MICRO-
FICHE ONLY HAS BEEN GRANTED BY
Paul T. Adalian Jr.

TO ERIC AND ORGANIZATIONS OPERAT-
ING UNDER AGREEMENTS WITH THE NA-
TIONAL INSTITUTE OF EDUCATION
FURTHER REPRODUCTION OUTSIDE
THE ERIC SYSTEM REQUIRES PERMIS-
SION OF THE COPYRIGHT OWNER

ABBREVIATIONS

Aug bibliog comp	August Bibliography Compiler	Dec ed Feb	December Editor February	illus Jan Nov	Illustrations January November	Oct Sept trans	October September Translator
------------------------	------------------------------------	------------------	--------------------------------	---------------------	--------------------------------------	----------------------	------------------------------------

PERIODICALS INDEXED

Arizona J	Arizona Speech and Drama Journal	Massachusetts R	The Report (Mass.)
Bibliog An	Bibliographic Annual	Michigan J	Michigan Speech Journal
Canadian Sp Com J	Canadian Speech Communication Journal	Missouri J	Journal of the Speech & Theatre Assoc. of Missouri
CSSJ	Central States Speech Journal	Moments	Moments in Contemporary Rhetoric & Communication
Comm	Communication	Nebraska J	Nebraska SCA-NETA Journal
Comm Res	Communication Research	*Nevada Comm	The Communicator. Nevada Speech Communication & Theatre Arts Assoc.
D.C. Encoder	MWCA Encoder (Metropolitan Washington Comm. Assoc.)	Nevada J	Nevada Journal of Communication
Florida J	Florida Speech Communication Journal	New Jersey J	Journal of the SANJ Speak Up (New Jersey)
Forensic	Forensic	New York R	Report (N.Y.)
Forensic Q	Forensic Quarterly	North Carolina J	North Carolina Journal of Speech
Free Sp Y	Free Speech Yearbook	Ohio J	Ohio Speech Journal Outlook
Gazette	Gazette: An International Journal for Mass Communication (The Netherlands)	Penn A	Pennsylvania Speech Annual
Georgia J	Georgia Speech Journal	Persuader	Persuader
Hum Comm Res	Human Communication Research	Phil & Rhet	Philosophy and Rhetoric
*Indiana N Interchange	Indiana Speech Notes Interchange: Student Thought in Speech Communication	QJS	Quarterly Journal of Speech
Iowa J	Iowa Speech Journal	Rostrum	Rostrum
Illinois J	ISTA Journal (Illinois)	Sage Annual Rev	Sage Annual Reviews of Communication Research
J Broad	Journal of Broadcasting	SSCJ	Southern Speech Communication Journal
J Comm	Journal of Communication	South Dakota B	Speech Bulletin of the SCASD (South Dakota)
JFA	Journal of the American Forensic Assoc.	Speech Mon	Speech Monographs
Kansas J	Kansas Speech Journal	Speech T	Speech Teacher
*Kentucky J	Kentucky Journal of Communication Arts	Today's Sp	Today's Speech
Main N	Speech Notes (Educ. Sp. & Th. Assoc. of Maine)	Utah S	Utah Speech Teacher
Maryland J	Maryland Communication Journal	West Virginia J	West Virginia Speech Assoc. Journal
		West Sp	Western Speech
		*Wisconsin J	Journal of the Wisconsin Communication Assoc.

*articles available from the Center

Duplication of Journal Articles

The following state speech and theatre associations have given the Center permission to reproduce articles from their journals upon request for individual scholarly use for people residing outside of the home state (this will ensure local circulation). A royalty program has been established and is operational.

Up to this time the state journal literature not only lacked indexing but was also inaccessible to people residing outside of the home state.

Through the cooperation with these associations we are currently indexing and making the state journal literature known to the national theatre and speech communication community.

We encourage all state associations of speech and theatre to participate in this program. Let the national community share research and new ideas being generated on the local level.

COOPERATING ASSOCIATIONS:

Illinois Speech & Theatre Association
Journal of the Illinois Speech & Theatre Assn.

Metropolitan Washington Communication Association
MWCA Encoder

Indiana Speech Association
Indiana Speech Notes

Nevada Speech Communication & Theatre Arts Association
The Communicator

Kentucky Association of Communication Arts
Kentucky Journal of Communication Arts

Wisconsin Communication Association
Journal of the Wisconsin Communication Association

PROCEDURES FOR REQUESTING ARTICLES:

Fill in the pertinent information on the order cards located on the last page. Enclose payment, each article requested is \$2.00.

The article will be sent the same day the order is received.

Readers

DAVID ALLEN
Baltimore, Maryland

ARNOLD ARONSON
New York University

WAYNE ASHLEY
UC, Santa Cruz

DR. ROGER D. BENSKY
Georgetown University

BETSEY J. BRENNEMAN
Fitchburg State College

DEBBIE REDFORD BROWN
Moorehead State College

JOHN C. CARR
Washington, D.C.

WILLIAM L. COHN
University of Wisconsin, Milwaukee

FRANK COPPIETERS
Belgium

DAN B. CURTIS
Central Missouri State University

JUANA DE LABAN
Dallas Theatre Center

CHRIS DUBBS
Edinboro, Pennsylvania

RONALD G. ENGLE
University of North Dakota

RICHARD B. GARTRELL
Doane College

IMRE GOLDSTEIN
Hunter College

RICHARD GRAVES
College of St. Teresa

ROBERT GRAYBILL
Arizona State University

BRUCE R. HALVERSON
Grinnell College

THOMAS E. HARRIS
Rutgers College

JANN JENKINSON
California State College

LARRY K. JUDD
University of Houston

GERALD KAHAN
University of Georgia

PETER E. KANE
State University College at Brockport

CASSANDRA KENFIELD
Staten Island, NY

JAMES A. KILKER
Southern Illinois University at Carbondale

BELA KIRALYFALVI
Wichita State University

SAMUEL L. LEITER
Brooklyn College

RUTH MACY
Locust Valley, NY

CHRISTINE MARCHEWKA
Southern Illinois University

LARRY D. MILLER
University of Michigan

FRANK MOHLER
University of South Carolina

RONALD L. MOYER
University of Denver

KENNETH R. McLEOD
University of Michigan

HAROLD J. NICHOLS
Kansas State University

MARK PIEL
Upsala College

ROD PRICE
International School of Geneva

JOHN PYROS
New York, NY

RICHARD R. RANTA
Memphis State University

BONNIE RAPHAEL
Evanston, Illinois

JAY E. RAPHAEL
Evanston, Illinois

LYDIA ROMER
Philadelphia, Pennsylvania

MICHAEL G. RYAN
Oklahoma College of Liberal Arts

SUZANNE SATHER
Bellevue, Nebraska

JOHN J. SBORDONE
University of Maine

CLIFFORD G. SMITH
Stephen Austin State University

GREGORY SORRELL
University of Denver

DAVID STEVENS
Ohio Northern University

DONALD STOWELL
Florida State University

LOWELL SWORTZELL
New York University

PETER TEITZMAN
Herbert H. Lehman College

FREDERICK TRAUTMANN
Temple University

CAROL VALENTINE
University of Oregon

JAN VAN DER POLL
Louisiana State University

DWAYNE D. VAN RHEENAN
University of Maine

LAURIE J. WILLETS
Wilmette, Illinois

TOM H. WILLETT
University of Missouri, Columbia

BARRY B. WITHAM
Miami University Theatre

DAVID YOUNG
S. Glastonbury, CT

WILLIAM C. YOUNG
Lawrence, Kansas

Cooperating Associations

The following associations, publishers, and research institutes have entered into a cooperative program of exchanging subscriptions with the Center. We cannot thank these associations enough for their help in assisting us to get our project initiated.

AMERICAN PLACE THEATRE NEWS

American Place Theatre
111 W. 46th Street
New York, NY 10036

ARTS MANAGEMENT

Radius Group, Inc.
408 West 57th Street
New York, NY 10019

CANADIAN SPEECH COMMUNICATION JOURNAL

Canadian Speech Association
Faculty of Education
University of Manitoba
Winnipeg, Manitoba, Canada R3T 2N2

CANADIAN THEATRE REVIEW

Department of Theatre
Faculty of Fine Arts
York University
4700 Keele Street
Downsview, Ontario, Canada M3J 1P3

CENTRAL STATES SPEECH JOURNAL

Central States Speech Association
Speech Communication & Human Relations
University of Kansas
Lawrence, KS 66044

CHILDREN'S THEATRE REVIEW

Children's Theatre Conference
American Theatre Association
Suite 500
1317 F St., N.W.
Washington, D.C. 20004

COMMUNICATION

Simon Fraser University
Burnaby, 1, B.C., Canada

COMMUNICATION RESEARCH

Sage Publications
275 South Beverly Drive
Beverly Hills, CA 90212

THE COMMUNICATOR

Nevada Speech Communication Association
Department of Speech & Drama
University of Nevada
Reno, NV 98507

DRAMA & THEATRE

Department of English-Speech
S.U.N.Y. Fredonia
Fredonia, NY 14063

DRAMA REVIEW

32 Washington Place
Room 73
New York, NY 10003

DRAMATICS

International Thespians Society
College Hill Station, Box E
Cincinnati, OH 45224

DRAMATIKA

390 Riverside Drive
New York, NY 10025

EMPIRICAL RESEARCH IN THEATRE

Center for Communication Research
Bowling Green State University
Bowling Green, OH 43403

ENACT

4 Chamelian Road
Delhi 6, India

ENCORE

National Assoc. of Dramatic & Speech Arts
Shaw University, Box 124
Raleigh, NC 27602

ERNEST-DEUTSCH-THEATER

Mundsbürger Damm 60
2 Hamburg 76
West Germany

THE FORENSIC

Pi Kappa Delta
William Jewell College
Liberty, MO 64068

GEORGIA SPEECH COMMUNICATION JOURNAL

Georgia Speech Communication Association
Department of Speech Communication
University of Georgia
Athens, GA 30602

INDIAN SPEECH NOTES

Indiana Speech Association
Department of Speech
Ball State University
Muncie, IN 47306

INTERNATIONAL THEATRE INFORMATION

Institut International du Theatre
1 rue Miollis
75015 Paris 15^e,
France

INSTITUTE OF OUTDOOR DRAMA NEWSLETTER

Institute of Outdoor Drama
202 Graham Memorial
Chapel Hill, NC 27514

JOURNAL OF COMMUNICATION

International Communication Association
The Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA 19174

JOURNAL OF AMERICAN FORENSIC ASSOCIATION

Department of Speech
Iowa State University
Ames, IA

KENTUCKY ASSOCIATION OF COMMUNICATION ARTS

Speech Department
Western Kentucky University
Bowling Green, KY 42101

LATIN AMERICAN THEATRE REVIEW

Center of Latin American Studies
Exchange and Gifts Department
Watson Library, 217
University of Kansas
Lawrence, KS 66045

MASKE UND KOTHURN

Institut fuer Theaterwissenschaft an der
Universitaet Wien
Box 167
Schmalzhofgasse 4
A-1061 Vienna
Austria

MICHIGAN SPEECH JOURNAL

Michigan Speech Association
Battle Creek Central High School
Battle Creek, MI

NEW ENGLAND THEATRE CONFERENCE NEWSLETTER

New England Theatre Conference
50 Exchange Street
Waltham, MA 02154

PENNSYLVANIA SPEECH ANNUAL SPEECH COMMUNICATION ASSOC. OF PENNSYLVANIA

205 Sparks Building
Penn State University
University Park, PA 16802

PERFORMING ARTS IN CANADA

Canadian State & Arts Publications
52 Avenue Road
2nd Floor
Toronto, Ontario, Canada M5R 2G3

PERFORMING ARTS REVIEW

Law-Arts Publishers
453 Greenwich Street
New York, NY 10013

PHILOSOPHY AND RHETORIC

Penn State University
246 Sparks Building
University Park, PA 16802

PLAYS

Play, Inc.
Arlington Street
Boston, MA 02116

QUARTERLY JOURNAL OF SPEECH

Speech Monographs
Speech Teacher
Speech Communication Association
Statler Hilton Hotel
New York, NY

**RESTORATION & EIGHTEENTH CENTURY
THEATRE RESEARCH**

Loyola University
Chicago, IL 60611

REVUE D'HISTOIRE THEATRE

98, Boulevard Kellermann
75 Paris 13 e,
France

ROSTRUM

National Forensic League
Ripon, IW 54971

**SOUTHERN SPEECH COMMUNICATION
JOURNAL**

Speech Department
University of North Carolina
Chapel Hill, NC 27514

SPEAKER AND GAVEL

Forensics Room
Butler University Library
Butler University
Indianapolis, IN 46208

SPEECH AND DRAMA

Society of Teachers of Speech & Drama
205 Ashby Road
Loughborough LE11 3AD
U. K.

SZINHAZ

Bathory Vtca 10
1054 Budapest,
Hungary

THEATRE HUETE

3001 Verlber Bei Hannover
Germany

THEATRE CRAFTS

Suite 815
250 West 57th Street
New York, NY 10019

THEATRE DESIGN & TECHNOLOGY

J.S. Institute for Theatre Technology
245 W. 52nd Street
New York, NY 10019

**THEATRE EN POLOGNE/THEATRE
IN POLAND**

Polish Centre of the International Theatre
Institute
Ul. Moliera 1
00-072
Warsaw, Poland

THEATRE QUARTERLY

39 Goodge Street
London W1P 1FD
England

THEATRE STUDIES

Theatre Research Institute
Ohio State University
Columbus, OH

THEATRE SURVEY

1117 C. L.
University of Pittsburgh
Pittsburgh, PA 15260

THE VILLAGE VOICE

80 University Place
New York, NY 10003

**WAT KANS ONS OPVOER?/WHAT
CAN WE STAGE**

Dramatic Artistic & Literary Rights
Organization
1201 Cavendish Chambers
Jeppe Street
Johannesburg, South Africa

**WESTERN SPEECH COMMUNICATION
ASSOCIATION**

Department of Speech
Portland State University
Portland, OR 97207

Speech Communication

The Speech Communication Index cites over 30 speech communication journals generated by national and state associations, research institutes and publishing houses.

The coverage of the Index is primarily focused on the field of speech communication, excluding theatre and speech sciences. Theatre articles appearing in speech journals will be indexed in the Theatre/Drama Index. Speech science articles will be cited in the Speech Communication Index, but we will not index journals devoted strictly to speech sciences.

Our policy is to index all the literature appearing in speech communication journals and other materials not currently indexed. Most of the other interdisciplinary journal literature relevant to communication studies is currently indexed in such services as Psychological Abstracts, Sociological Abstracts, Language and Language Behavior Abstracts (for a guide to all the indexes and abstracts useful to communication research see our Communication Studies Guide described in the Other Publications and Services section). We will not duplicate the efforts of these fine research tools. Language and Language Behavior Abstracts includes several of the journals indexed in our project; however, LLBA indexes those articles relevant to language and language behavior, while we intend to index all articles appearing in speech communication journals.

Uses of the Index

We have designed the Index as a guide to materials for the following information needs:

1. Scholarly research in speech communication, both for contemporary and historical studies.
2. Current awareness sources for individuals attempting to keep up with the journal literature, new monographs and book reviews, reference materials and bibliographies, and speech communication bibliography in general.
3. Speech communication education at all levels, so teachers and professors may be aware of materials and techniques which may be helpful in the classroom and/or in forensic activities.

General Instructions and Format

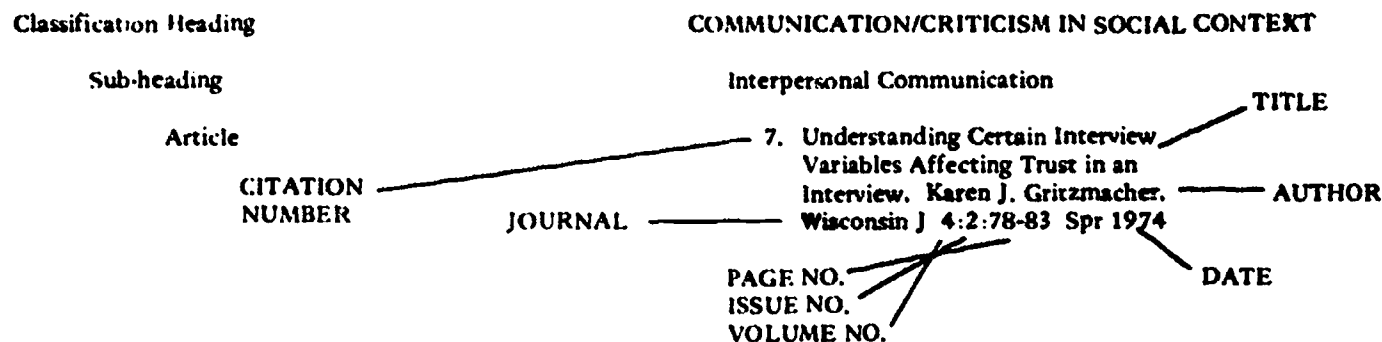
The full citation to each article is located in the Classified section (for an in-depth description please read the explanatory note located at the beginning of the section). Each citation is assigned a unique number not unlike many abstracting services. The numbers will be arranged consecutively and will be referred to in the references in the Author Index, Subject Index, and Name-in-Text Index (for an in-depth description read the explanatory note located at the beginning of each of these indexes).

Instructional Suggestions

- a. Study the examples below
- b. Read the description for each section in the Index

Sample citation within the Classified Section including all index references to the article.

CLASSIFIED SECTION



AUTHOR INDEX

Gritzmacher, Karen J., 7.

SUBJECT INDEX

Interpersonal Communication, 5-7.

Interviewing
Variables affecting trust in, 7.

NAME-IN-TEXT INDEX

Rotter Interpersonal Trust Test, 7.

Classified Section

The full citation to each article is located in this section grouped under broadly classified categories

The following classification system is a conceptualization of the speech communication field. Its primary purpose is to provide an organized outline to browse through the literature. The outline is based on three variables in the communication process: context in which communication occurs; communication mediums; and content of communication. Major headings are listed below each classified section followed by a number of sub-headings and standard subdivisions.

We feel the classification scheme is a new and unique outline which will provide an additional access point to search the journal literature. It is by no means total or complete, but it updates and greatly expands other schemes and outlines employed in bibliographic works indexing speech communication literature.

COMMUNICATION STUDIES CLASSIFICATION

- I. COMMUNICATION (GENERAL)
 - A. Nature of Discipline
 - B. Professional Associations
 - 1. Conference Proceedings
 - C. Bibliographies
 - D. Directories
 - E. Research & Research Methodology
- II. COMMUNICATION/CRITICISM WITH SOCIAL CONTEXT
 - A. GENERAL: HUMAN COMMUNICATION IN SOCIAL CONTEXT
 - B. INTRAPERSONAL COMMUNICATION
 - 1. Self-Concept
 - 2. Perception (of others)
 - 3. Information Processing
 - 4. Language
 - Written
 - Verbal
 - 5. Nonverbal Communication
 - 6. Persuasion & Attitude Change
 - 7. Bibliographies
 - 8. Directories
 - 9. Research & Research Methodology
 - C. INTERPERSONAL COMMUNICATION
 - 1. Relational Properties
 - 2. Self-Disclosure
 - 3. Feedback
 - 4. Information Processing
 - 5. Language
 - Written
 - Verbal
 - 6. Nonverbal Communication
 - 7. Persuasion & Attitude Change
 - 8. Bibliographies
 - 9. Directories
 - 10. Research & Research Methodology
 - D. SMALL GROUP COMMUNICATION
 - 1. Task Dimension
 - 2. Process Dimension
 - 3. Membership Dimension
 - 4. Leadership
 - 5. Persuasion & Attitude Change
 - 6. Language
 - Written
 - Verbal
 - E. ORGANIZATIONAL COMMUNICATION
 - 1. General
 - 2. Types of Organization
 - a. Academic Systems
 - b. Business & Industry Systems
 - c. Government Systems
 - 3. Networks
 - 4. Language
 - Written
 - Verbal
 - 5. Nonverbal Communication
 - 6. Persuasion & Attitude Change
 - 7. Bibliographies
 - 8. Directories
 - 9. Research & Research Methodology
 - F. PUBLIC COMMUNICATION
 - 1. General
 - 2. Public Address & Rhetoric
 - a. General
 - b. Rhetorical Analysis & Criticism
 - General
 - Space & Time of Individuals
 - Space & Time of Movements & Institutions
 - 3. Rhetorical Theory
 - 4. Public Speaking
 - 5. Freedom of Speech
 - 6. Language
 - Written
 - Verbal
 - 7. Nonverbal Communication
 - 8. Persuasion & Attitude Change
 - 9. Bibliographies
 - 10. Directories
 - 11. Research & Research Methodology
 - G. MASS COMMUNICATION
 - 1. General
 - 2. Broadcasting
 - a. Radio
 - b. Television
 - 3. Press
 - a. Newspapers
 - b. Magazines
 - 4. Film
 - 5. Telecommunications

CLASSIFIED SECTION

MASS COMMUNICATION (Continued)

6. Criticism
7. Regulation
8. Freedom of Speech
9. Language
 - Written
 - Verbal
10. Nonverbal Communication
11. Persuasion & Attitude Change
12. Bibliographies
13. Directories
14. Research & Research Methodology

H. CROSS CULTURAL COMMUNICATION

1. International (can be subdivided by C to G)
2. National (can be subdivided by C to G)
3. Language
 - Written
 - Verbal
4. Nonverbal Communication
5. Persuasion & Attitude Change
6. Bibliographies
7. Directories
8. Research & Research Methodology

I. COMMUNICATION AMONG SPECIAL GROUPS

1. Man-Animal Communication
2. Man-Machine Communication
3. Communication Among Animals
4. Communication Among Machines
5. Communication With Professions

III. MEDIUMS OF COMMUNICATION

- A. Human Communication Mediums (General)
- B. Language (General)
- C. Theory of Language
- D. Linguistics
- E. Psycholinguistics
- F. Sociolinguistics
- G. Semantics
- H. Language Development
- I. Nonverbal Communication as Language
- J. Listening
- K. Art Forms as Mediums of Communication
- L. Bibliographies
- M. Directories
- N. Research & Research Methodology

IV. COMMUNICATION CONTENT & INDIVIDUAL SKILLS

A. PERSUASION & ATTITUDE CHANGE

1. Source Properties
2. Receiver Properties
3. Message Properties
4. Channel Properties
5. Argumentation

B. COMMUNICATION EDUCATION

1. General
2. Curriculum
3. Instruction (student & teacher behavior)
4. Instructional Development (developing courses)
5. Instructional Strategies & Aids
 - (teaching/learning techniques)
6. Evaluation
7. Basic Course
8. Graduate Education
9. Teacher Education
10. Directories
11. Bibliographies
12. Research & Research Methodology

(Each division will be subdivided by: Elementary School
Middle School
Secondary School
College & University)

C. FORENSICS

1. General
2. Value
3. Debate
 - a. General
 - b. Value
 - c. Judging
 - d. Case Construction
 - e. Procedures (Tournaments & Debate Format)
4. Individual Events
5. Research Materials (scopes, notes)
6. Coaching & Judging
7. Directories
8. Bibliographies
9. Research & Research Methodology

(Divisions will be sub-divided by college and school level, same as above.)

D. ORAL INTERPRETATION

1. Forms of Oral Interpretation
2. Performance & Analysis
3. History & Criticism
4. Value of Oral Interpretation

E. PARLIAMENTARY PROCEDURE

SOURCES CONSULTED:

In designing the Classification scheme the following sources were consulted:

Harris, W.P.G. Communication: A Classification for General Libraries. Library Record. 69:236-238 July 1967.

Shearer, Ned A. "A Bibliography of Rhetoric and Public Address." Bibliographic Annual. Speech Communication Assn. 1970. page 273.

Speech Abstracts. California State University, Long Beach. 1970-1973.

Stein, Jay W. A Classification for Communication Materials. School of Library Service. Columbia University. New York. 1951. 10 pages.

CONTENTS TO CLASSIFIED SECTION

I. COMMUNICATION (GENERAL)	58-68	III. MEDIUMS	194-201
Nature of the Discipline	58-60	General	194
Research Methodology	61-66	Language	
Professional Associations	67	General	195-197
Bibliography	68	Semantics	198-199
		Nonverbal	200
		Art Forms as Mediums of Communication	201
II. COMMUNICATION/CRITICISM IN SOCIAL CONTEXT		IV. COMMUNICATION CONTENT & INDIVIDUAL SKILLS 202-285	
Intrapersonal Communication		General	202
Self-Concept	69-74	Persuasion & Attitude Change	
Information Processing	75-77	General	203
Interpersonal Communication		Source Properties	204-207
General	78-80	Receiver Properties	208-209
Self-Disclosure	81-82	Message Properties	210
Relational Properties	83-87	Argumentation	211-216
Language	88	Communication Education	
Nonverbal Language	89	General	
Bibliography	90	College & University	217
Small Group Communication		Curriculum	
Process Dimension	91-92	Secondary School	218-221
Leadership	93	College & University	222
Organizational Communication		Instruction	
Types of Organization		Middle School	223
Academic Systems	94	Secondary School	224
Business & Industry	95	Instructional Strategies & Aids	225-233
Persuasion & Attitude Changes	97	Middle School	234
Public Communication		Secondary School	235-237
Public Address & Rhetoric		College & University	238-240
Rhetorical Analysis & Criticism		Evaluation	
General	98-107	Secondary School	241
Asian		Basic Course	242
General	108	Secondary School	243
England		College & University	244-247
General	109	Teacher Education	248-252
19th Century of Individuals	110-112	Forensics	
France		General	253-254
18th Century	113	Value	255
Greece		Secondary School	256
Ancient	114-115	College & University	257
Ireland		Debate	
20th Century of Movements	116	General	258
Italy		Value	259
Medieval	117	Judging	260
20th Century of Individuals	118	Case Construction	261-264
United States		Procedures	265
General	119-125	Individual Events	
18th Century	126	Extemporaneous Speaking	266
19th Century of Individuals	127-130	Listening	267
20th Century		Oral Interpretation	268-269
General	131	Rhetorical Criticism	270
Of Individuals	132-144	Coaching & Judging	271
Of Movements & Institutions	145-150		
Rhetorical Theory	151-159	Oral Interpretation	
Public Speaking	160-163	General	272-275
Freedom of Speech	164-165	Forms	
Mass Communication		Ensemble	276
General	166-170	Folk Songs	277
Broadcasting		Multiple Reading	278
Television	171-173	Poetry	279-280
Persuasion & Attitude Change	174-177	Readers Theatre	281-282
Press		Performance & Analysis	283
Newspaper		History & Criticism	284
Persuasion & Attitude Change	178	Parliamentary Procedure	285
Film			
Persuasion & Attitude Change	181-182		
Regulation	183		
Persuasion & Attitude Change	184-189		
Cross Cultural Communication			
International	190-191		
Language	192		
National			
Persuasion & Attitude Change	193		

CLASSIFIED SECTION

I. COMMUNICATION
(GENERAL)

Nature of the Discipline

58. An Empirical Test of the "One World" Hypothesis. Fisher, Raymond L., & W. Barnett Pearce.
CSSJ XXV:2:142-146 Sum 74
59. Prospectus for the Future: Changing Continuity. White, Eugene E.
Speech T XXIII:2:139-143 March 74
60. Speech Education—A Discipline Leading to Tomorrow. Barnes, Richard E.
Wisconsin J V:1:6-11 Fall 74

Research Methodology

61. A Criticism of "Dimensions of Source Credibility: A Test for Reproducibility." Hensley, Wayne E.
Speech Mon 41:3:293-294 Aug 74
62. A Criticism of "Dimensions of Source Credibility: A Test for Reproducibility." Steinfatt, Thomas M.
Speech Mon 41:3:291-292 Aug 74 tables
63. A Criticism of "The Factor Structure of Source Credibility as a Function of the Speaking Situation." Lewis, James J.
Speech Mon 41:3:287-290 Aug 74 tables
64. A Rejoinder. Applbaum, Ronald L., Karl W. E. Anatol.
Speech Mon 41:3:295-298 Aug 74 tables
65. The Lucas Switchback Design. Conville, Richard L.
CSSJ XXV:2:151 Sum 74
66. Representative Design & the General Linear Model. Falzer, Paul Robert.
Speech Mon 41:2:127-138 June 74

Professional Associations

67. Innovative Convention Planning. Lapps, A. Vernon.
CSSJ XXV:2:147-148 Sum 74

Bibliography

68. A Bibliography of Speech, Theatre & Broadcasting in the South for the Year 1973. Towns, Stuart, & Churchill L. Roberts.
SSCJ-XL:1:81-93 Fall 74

II. COMMUNICATION/CRITICISM
IN SOCIAL CONTEXT

Interpersonal Communication

SELF-CONCEPT

69. Behavioral Assessment of Speech Anxiety. Mulac, Anthony, & Robert A. Sherman.
QJS 60:2:134-143 April 74

70. The Influence of the Receivers' Attitudes, Audience Size & Speakers' Sex on Speakers' Pre-Message Perceptions. Infante, Dominic A., & Jeanne Y. Fisher.
CSSJ XXV:1:43-50 Spr 74
71. The Measurement of Communication Anxiety Among Students in Public Speaking Courses. Hensley, Wayne E., & Paul Batry.
Indiana N 8:4:7-10 Nov 74
72. The Perception of Self-Uniqueness as a Determinant of Message Choice & Valuation. Powell, Frederic A.
Speech Mon 41:2:163-178 June 74
73. Self-Report Scales of Communication Apprehension & Autonomic Arousal (Heart Rate): A Test of Construct Validity. Porter, D. Thomas.
Speech Mon 41:3:267-276 Aug 74 tables
74. Validation of System Anxiety Through Galvanic Skin Response. Meyers, Russel M.
Speech Mon 41:3:233-235 Aug 74

INFORMATION PROCESSING

75. Human Information Processing in Four Modes of Response. Hays, Ellis R., & Timothy G. Plax.
Speech Mon 41:2:189-191 June 74 tables
76. Items of Information Retrieved as a Function of Cue System & Topical Area. Petelle, John L., & Richard Maybee.
CSSJ XXV:3:190-197 Fall 74 tables
77. Kelly's Analysis of Inconsistency: A Critique. Carlin, Carol.
Wisconsin J V:1:21-26 Fall 74

Interpersonal Communication

GENERAL

78. The Existential Foundations of Dialogic Communication. Thomlison, T. Dean.
Illinois J 28:1:1-5 Spr 74
79. Speech Communication as Response Capability. Owen, Jim
Nevada C 11:1:1-8 Spr 74
80. Transactional Time-Structuring & Interpersonal Communication. Hite, Roger W.
Speech T XXIII:1:56-59 Jan 74

SELF-DISCLOSURE

81. Attitude Toward the Disclosure of Self-Attributions & the Complexity of Interpersonal Constructs. Delia, Jesse G.
Speech Mon 41:2:119-126 June 74
82. Expression & Control in Human Interaction: Perspective On Humanistic Psychology. Sillars, Alan L.
West, Sp XXXVIII:4:269-277 Fall 74

RELATIONAL PROPERTIES

83. Effects of Personal Space Invasion & Anomia on Anxiety, Nonperson Orientation & Source Credibility. Heston, Judee K.
CSSJ XXV:1:19-27 Spr 74

84. Message Locus & Message Content: Two Studies in Communication Behavior & Coorientational Relations. Stamm, Keith R., & W. Barnett Pearce.
Comm Res 1:2:184-203 April 74 bibliog tables
85. The Measurement of Interpersonal Attraction. McCroskey, James C., & Thomas A. McCain.
Speech Mon 41:3:261-266 Aug 74 tables
86. Some Conversational Conditions & Processes of Brief Encounters. Wolf, Gerrit.
Comm Res 1:2:167-183 April 74 bibliog tables
87. Trust in Interpersonal Communication. Pearce, W. Barnett.
Speech Mon 41:3:236-244 Aug 74

LANGUAGE

88. The Components of Dialogue. Poulakos, John.
West Sp XXXVIII:3:197-212 Sum 74

NONVERBAL LANGUAGE

89. Nonverbal Communication. Lewis, Marilyn.
Nevada C 11:1:9-20 Spr 74

BIBLIOGRAPHY

90. Selected Educational Resources in Interpersonal Communication. Yamauchi, Joanne S.
D.C. Encoder 1:2:5-8 April 74

Small Group Communication

PROCESS DIMENSION

91. A Comparison of Distributional & Sequential Structure in Cooperative & Comparative Group Discussions. Baird, John E. Jr.
Speech Mon 41:3:226-233 Aug 74
92. Task and Instrumentation Variables as Factors Jeopardizing the Validity of Published Group Communication Research, 1970-1971. Bochner, Arthur P.
Speech Mon 41:2:169-178 June 74 tables

LEADERSHIP

93. An Investigation of a Designated Leader's Perceived Influence in Small Task-Oriented Group Discussions. Polvi, Kathy & Diane Tobin.
Indiana N 8:2:7-15 April 74 tables

Organizational Communication

TYPES OF ORGANIZATION

Academic Systems

94. Communication at the University: External Channels. Goldhaber, Gerald M.
West Sp XXXVIII:3:157-161 Sum 74

Business & Industry

95. Structuring Communication in a Working Group. Mears, Peter.
J. Comm 24:1:71-79 Wint 74

PERSUASION & ATTITUDE CHANGE

96. The Factor Structure of Source Credibility Scales for Immediate Superiors in the Organizational Context. Falcione, Raymond L.
CSSJ XXV:1:63-66 Spr 74

CLASSIFIED SECTION

BIBLIOGRAPHY

97. Learning Resources in Organizational Communication. Hickson, Mark III.
D.C. Encoder 1:1:12-15 Jan 74

Public Communication

Public Address & Rhetoric

RHETORICAL ANALYSIS & CRITICISM

General

98. Attitude of Speaker Toward Audience: A Significant Concept for Contemporary Rhetorical Theory & Criticism. Johannesen, Richard L.
CSSJ XXV:2:95-104 Sum 74
99. Criticism: Ephemeral & Enduring. Campbell, Karlyn Kohrs.
Speech T XXIII:1:9-14 Jan 74
100. Equal Time: Bock on Gronbeck. Bock, Douglas.
West Sp XXXVIII:2:134-135 Spr 74
101. Equal Time: Gronbeck on Bock. Gronbeck, Bruce.
West Sp XXXVIII:2:133-134 Spr 74
102. Equal Time: Keele on Fisher. Fisher on Keele. Debate on 'Rhetorical Criticism as Criticism' by Fisher.
West Sp XXXVIII:4:278-282 Fall 74
103. The Influences of Ghostwriting on Rhetorical Criticism. Devlin, L. Patrick.
Today's Sp 22:3:7-12 Sum 74
104. Rhetorical Criticism as Argument. Brockriede, Wayne.
QJS 60:2:165-174 April 74
105. Rhetorical Criticism as Criticism. Fisher, Walter R.
West Sp XXXVIII:2:75-80 Spr 74
106. Rhetorical Timing in Public Communication. Gronbeck, Bruce E.
CSSJ XXV:2:84-94 Sum 74
107. Rhetorical Uses of the Present. Bowen, Harry W.
Michigan J IX:1:1-4 1974

ASIAN

108. Asian Public Address & Comparative Public Address. Oliver, Robert T.
Speech T XXIII:2:101-108 March 74

ENGLAND

General

109. The Teaching of British Public Address. Reid, Loren.
Speech T XXIII:2:91-100 March 74

19th Century of Individuals

110. John Bright: Spokesman for America. Reid, Loren.
West Sp XXXVIII:4:233-243 Fall 74

111. A Square's Examples: The Persistent Persuasion of Edward J Littleton. Arlington, David.
West Sp XXXVIII:3:162-169 Sum 74

112. Thomas De Quincey on Rhetoric & National Character. King, Andrew A.
CSSJ XXV:2:128-134 Sum 74

FRANCE

18th Century

113. Parliamentary Weakness in the French National Assemblies, 1789-1792. Thomas, Stafford H.
SSCJ XL:1:50-62 Fall 74

GREECE

Ancient

114. Alcestis & the Rhetoric of Departure. Gross, Nicolas P.
QJS 60:3:296-305 Oct 74
115. The Persuasive & Social Force of Logography in Ancient Greece. Enos, Richard Leo.
CSSJ XXV:1:4-10 Spr 74

IRELAND

20th Century of Movements

116. The Rhetoric of Emerging Nationalism: A Case Study in Irish Rhetorical Failure. Shields, Evelyn.
CSSJ XXV:3:225-232 Fall 74

ITALY

Medieval

117. Machiavelli's 'The Prince'. Rhetorical Influence in Civil Philosophy. Wiethoff, William E.
West Sp XXXVIII:2:98-107 Spr 74

20th Century of Individuals

118. Interpretation of Natural Law in the Conflict Over Humanae Vitae. Jamieson, Kathleen.
QJS 60:2:201-211 April 74

UNITED STATES

General

119. Black Rhetoric: Five Years of Growth. Niles, Lyndrey A.
D.C. Encoder 1:2:1-4 April 74
120. Presidential Motives for War. Ivie, Robert L.
QJS 60:3:337-345 Oct 74
121. Public Address as a Humane Study. Braden, Waldo W.
Speech T XXIII:2:109-114 March 74
122. Rhetoric & Anti-Rhetoric in Early American Scientific Societies. Wenzel, Joseph W.
QJS 60:3:328-336 Oct 74
123. The Rhetoric of American Feminism: A Social Movement Course. Linkugel
Speech T XXIII:2:121-130 March 74
124. Significant Characteristics of Democratic Presidential Nomination Acceptance Speeches. Valley, David B.
CSSJ XXV:1:56-63 Spr 74
125. Teaching Black Rhetoric. Logue, Cal M.
Speech T XXIII:2:115-120 March 74

18th Century

126. The Constitution as "Summational Anecdote." Stuart, Charlotte L.
CSSJ XXV:2:111-118 Sum 74

19th Century of Individuals

127. Booker T. Washington & the Myth of Heroic Materialism. King, Andrew A.
QJS 60:3:323-327 Oct 74
128. Gubernatorial Campaign in Georgia in 1880. Logue, Cal M.
SSCJ XL:1:12-32 Fall 74
129. Lincoln at Cooper Union: A Rhetorical Analysis of the Text. Leff, Michael C., & G.P. Mohrmann.
QJS 60:3:346-358 Oct 74
130. Thoreau & Civic Disobedience: A Rhetorical Paradox. Johnstone, Christopher L.
QJS 60:3:313-322 Oct 74

20th Century

General

131. A Burkean Analysis of the Rhetorical Dimensions of a Multiple Murder & Suicide. Fisher, Jeanne Y.
QJS 60:2:175-189 April 74

Of Individuals

132. Altgeld & Debs: Midwestern Reformers. Brommel, Bernard J.
Illinois J 28:1:51-58 Spr 74
133. Archetype & Signature: Nixon & the 1973 Inaugural. Hillbruner, Anthony.
CSSJ XXV:3:169-181 Fall 74
134. "A Certainty of Honor": The Eulogies of Adlai Stevenson. Brownlow, Paul C., & Beth Davis.
CSSJ XXV:3:217-224 Fall 74
135. Eisenhower on the Military-Industrial Complex: Critique of a Rhetorical Strategy. Litfin, A. Duane.
CSSJ XXV:3:198-209 Fall 74
136. A Field Investigation of the 1968 Birch Bayh & William Ruckelshaus U.S. Senate Campaign Speeches at Purdue University. Hawley, Diane Wright, & Henry Z. Scheele.
Indiana N 8:2:1-6 April 74
137. From Campaign to Watergate: Nixon's Communication Image. Baudhuin, E. Scott.
West Sp XXXVIII 3:182-189 Sum 74 table 2
138. A Method & Ethic of Confrontation as Persuasion: The Case of Saul Alinsky. Hickson, Mark III.
Georgia J V:2:58-71 Spr 74
139. A Nixon Lexicon. Gibson, James W. & Patricia Felkins.
West Sp XXXVIII:3:190-198 Sum 74
140. The Rhetoric of the Challenger: George Stanley McGovern. Trent, Judith S., & Jimmie D. Trent.
CSSJ XXV:1:11-18 Spr 74
141. Sam J. Ervin, Jr.: A Good Man Speaking Well. Kane, Peter E.
Speaker & G 11:4:90-94 May 74
142. "This Nation Will Remain Neutral": Franklin D. Roosevelt Uses Inclusive & Exclusive Terms to Justify A Policy. Reinsdorf, Walter D.
Today's Sp 22:3:17-22 Sum 74

CLASSIFIED SECTION

143. Wallace and his Ways. A Study of the Rhetorical Centre of Polarization. Raum, Richard D., & James S. Measell. CSSJ XXV:1:28-36 Spr 74
144. William F. Buckley, Jr., On Firing Line: A Case Study in Confrontational Dialogue. Hammerback, John C. Today's Sp 22:3:23-30 Sum 74
- 20th Century
Of Movements & Institutions
145. The Abrogation of the Suffragists' First Amendment Rights. Bosmajian, Haig A. West Sp XXXVIII:4:218-232 Fall 74
146. Common Cause & Nonpartisan Influence in Political Campaigns: A Case Study. Heath, Robert L. CSSJ XXV:3:182-189 Fall 74
147. Perspectives on Rhetorical Criticism of Movements: Antiwar Dissent, 1963-1970. Cox, Robert J. West Sp XXXVIII:4:254-268 Fall 74
148. The Rhetorical Campaign of One Jesus Person. Henderson, Bill. Speaker & G 11:3:71-79 March 74
149. The Rhetoric of Child Labor Reform: An Efficacy-Utility Analysis. Cox, J. Robert. QJS 60:3:359-370 Oct 74
150. The Rhetoric of Rural Physician Procurement Campaigns: An Application of Tavistock. Barton, Stephen Nye, & John B. O'Leary. QJS 60:2:144-154 April 74
- RHETORICAL THEORY
151. An Aristotelian Orientation to Rhetorical Communication. Douglass, Rodney B. Phil & Rhet 7:2:80-88 Spr 74
152. Boethius & the History of Medieval Rhetoric. Leff, Michael C. CSSJ XXV:2:135-141 Sum 74
153. Direction for Contemporary Rhetorical Theory. Kneupper, Charles W. Today's Sp 22:3:31-38 Sum 74
154. The Growth of Plato's Perception of Rhetoric. Quimby, Rollin W. Phil & Rhet 7:2:71-79 Spr 74
155. Identification Within: Kenneth Burke's View of the Unconscious. Ambrester, Roy. Phil & Rhet 7:4:205-216 Fall 74
156. Inconsistency in Campbell's Rhetoric: Explanation & Implications. Rasmussen, Karen. QJS 60:2:190-201 April 74
157. Marxist Influences on the Rhetorical Theory of Kenneth Burke. Abbott, Don. Phil & Rhet 7:4:217-233 Fall 74
158. The Moral Rhetoric of Franz Therman. Ray, John W. SSCJ XL:1:33-49 Fall 74

159. The Role of the Orator in the Philosophy of Ralph Waldo Emerson. Ray, Roberta K. Speech Mon 41:3:215-225 Aug 74
- PUBLIC SPEAKING
160. Conversation with a Ghost: A Postscript. Benson, Thomas W. Today's Sp 22:3:13-16 Sum 74
161. Do Real People Ever Give Speeches? Kendall, Kathleen Edgerton. CSSJ XXV:3:233-235 Fall 74
162. The Effects of Speech Summaries Upon Audience Comprehension of Expository Speeches of Varying Quality & Complexity. Baird, John E., Jr. CSSJ XXV:2:119-127 Sum 74
163. Eye Contact: A Nonverbal Determinant of Speaker Credibility. Beebe, Steven A. Speech T XXIII:1:21-25 Jan 74
- FREEDOM OF SPEECH
164. Freedom of Expression in Shopping Centers. Kane, Peter J. Today's Sp 22:3:45-48 Sum 74
165. An Interpretation of the Use of Rhetoric As A Means of Self-Defense. Wagoner, Ruth. Kertuck J V:1:3-6 Spr 74 bibliog

Mass Communication

GENERAL

166. A Content Analysis of Media Reporting of the Watergate Hearings. Larson, Charles U. Comm Res 1:4:440-448 Oct 74 bibliog tables
167. The John & Mary R. Markle Foundation Annual Report 1973/1974. 50 Rockefeller Plaza, N.Y., N.Y. No journal.
168. McLuhan's Technological Determinism: Implications for the Mass Media. Haun, Martha. Kentucky J V:1:9-15 Spr 74
169. The Media in Allende's Chile: Some Contradictions. Fagen, Patricia. J Comm 24:1:59-70 Wint 74
170. At the moment of Sputnik the planet became a global theatre in which there are no spectators but only actors. McLuhan, Marshall. J Comm 24:1:48-58 Wint 74

BROADCASTING

Television

171. Audience Perceptions of Violent Television Content. Howitt, Dennis, & Guy Cumberbatch. Comm Res 1:2:204-223 April 74 bibliog tables
172. Global Traffic in Television. Varis, Tapio. J Comm 24:1:102-109 Wint 74 tables
173. The Public Television Viewer & the Watergate Hearings. LeRoy, David, C. Edward Wotring, & Jack Lyle. Comm Res 1:4:406-425 Oct 74 bibliog tables

TELEVISION

Persuasion & Attitude Change

174. Archie Bunker's Bigotry: A Study in Selective Perception & Exposure. Vidmar, Neil, & Milton Rokench. J of Comm 24:1:36-47 Wint 74
175. Children's SES and Perceptions of Television Wealth. Baran, Stanley J. CSSJ XXV:3:210-216 Fall 74 tables
176. Communication & Opinion Formation: Issues Generated by the Watergate Hearings. Holm, John, Sidney Kraus & Arthur P. Bochner. Comm Res 1:4:368-390 Oct 74 bibliog tables
177. The TV Violence Report: What's Next? Rebinstein, Eli A. J Comm 24:1:80-88 Wint 74

PRESS

Newspaper

Persuasion & Attitude Change

178. Another Look at the Agenda-Setting Function of the Press. McLeod, Jack M., Lee B. Becker, & James E. Byrnes. Comm Res 1:2:131-166 April 74 bibliog tables models
179. Clozentropy: A New Technique for Analyzing Audience Response to Film. Lynch, F. Dennis. Speech Mon 41:3:245-252 Aug 74
180. Film as International Business. Guback, Thomas H. J Comm 24:1:90-101 Wint 74 bibliog

Persuasion & Attitude Change

181. Nixon, Patton, and a Silent Majority Sentiment about the Viet Nam War: The Cinematographic Bases of a Rhetorical Stance. Carpenter, Ronald H., & Robert V. Seltzer. CSSJ XXV:2:105-110 Sum 74
182. Strength & Duration of the Effect of Aggressive, Violent & Erotic Communications on Subsequent Aggressive Behavior. Zillmann, Dolf, James L. Hoyt, & Kenneth D. Day. Comm Res 1:3:286-306 July 74 bibliog tables

REGULATION

183. Cross-Media Ownership. Grams, John A. Wisconsin J V:1:41-43 Fall 74

PERSUASION & ATTITUDE CHANGES

184. Involvement & Political Advertising Effect: An Exploratory Experiment. Rothschild, Michael L., & Michael L. Ray. Comm Res 1:3:264-285 July 74 tables
185. Media Credibility & Respondent Credulity with Respect to Watergate. Edelstein, Alex S., & Diane P. Tefft. Comm Res 1:4:426-439 Oct 74 tables
186. Media Effects Reconsidered: Some New Strategies for Communication Research. Clarke, Peter, & F. Gerald Kline. Comm Res 1:2:224-240 April 74 biblio tables

CLASSIFIED SECTION

187. Public Opinion During the Watergate Crisis. Robinson, John P. *Comm Res* 1:4:391-405 Oct 74 bibliog tables
188. Political Radicalization as a Communication Process. Woelfel, Joseph, John Woelfel, James Gillham, & Thomas McPhail. *Comm Res* 1:3:243-263 July 74 bibliog
189. Voter Selectivity, Partisanship, & the Challenge of Watergate. O'Keefe, Garrett J. Jr., & Harold Mendelsohn. *Comm Res* 1:4:345-367 Oct 74 bibliog tables

Cross-Cultural Communication

INTERNATIONAL

190. Freedom from the "Free Flow". Schiller, Herbert I. *J Comm* 24:1:110-117 Wint 74 bibliog
191. Toward the Use of Traditional Entertainment Forms to Stimulate Social Change. Starosta, William J. *QJS* 60:3:306-312 Oct 74

Language

192. Probing Subjective Culture/Part 1: Cross-linguistic Tool-making. Osgood, Charles E. *J Comm* 24:1:21-35 Wint 74 tables

NATIONAL

Persuasion & Attitude Change

193. An Experimental Investigation of the Effects of Racial Prejudice & Racial Perception Upon Communication Effectiveness. Porter, D. Thomas. *Speech Mon* 41:2:179-184 June 74 tables

III. MEDIUMS OF COMMUNICATION

General

194. A Theoretical Exploration of the Function of the Image in Communication. Schrag, Robert L. *Michigan Sp* IX:1:16-23 1974 models

Language

GENERAL

195. The Influence of Four Factors on the Identification of Vowels from Minimal Temporal Cues. Irvin, Bruce E. *Speech Mon* 41:2:139-151 June 74
196. Influence of Mode, Sub-Mode, & Speaker Predilection on Style. Blankenship, Jane. *Speech Mon* 41:2:85-118 June 74 tables

197. Language Barriers in Oral & Written Communication. Otokpa, A. E. Ogaba Jr. *Speech T* XXIII:2:163-166 March 74

Semantics

198. Toward A Resolution of the Generative Semantics/Classical Theory Controversy: Psycholinguistic Analysis of Metaphor. Frenz, Thomas S. *QJS* 60:2:125-133 April 74 tables models
199. Verbal Conditioning-Generalization in Encoding: A Hint at the Structure of the Lexicon. Motley, Michael T. *Speech Mon* 41:2:151-162 June 74

Nonverbal

200. Communication & Justice: Defendant Attributes and their Effects on the Severity of his Sentence. Jacobson, Steven K., & Charles R. Berger. *Speech Mon* 41:3:282-286 Aug 74 tables

Art Forms as Mediums of Communication

201. A Descriptive Analysis of the Concept Black is Beautiful. Jackson, Brenda. *Michigan J* IX:1:10-15 1974 tables

IV. COMMUNICATION CONTENT & INDIVIDUAL SKILLS

General

202. Where Has All the Conflict Gone? Keller, Paul W. *Indiana N* 8:4:1-5 Nov 74

GENERAL

203. Acoustic Correlates of Lies. Motley, Michael T. *West Sp* XXXVIII 2 81-87 Spr 74

SOURCE PROPERTIES

204. Attitude & Credibility in the Prediction of Attitude Change: A Regression Approach. Wheelless, Lawrence R. *Speech Mon* 41:3:277-281 Aug 74
205. Dimensions of Communicator Credibility: An Oblique Solution. Tuppen, Christopher J. S. *Speech Mon* 41:3:253-260 Aug 74 tables
206. Heckling as Distraction: An Experimental Study of Its Effect on Source Credibility. Ware, P. Dale, & Raymond K. Tucker. *Speech Mon* 41:2:185-188 June 74 tables
207. Image Politics: Persuasion & the Communication Process. Kaid, Lynda Lee, & Robert D. Cureton. *Illinois J* 28:1:24-31 Spr 74

RECEIVER PROPERTIES

208. The Relationship of Attitude & Credibility to Comprehension & Selective Exposure. Wheelless, Lawrence R. *West Sp* XXXVIII:2:88-97 Spr 74
209. Sex & Persuasibility. Rosenfeld, Lawrence B., & Vickie R. Christie. *West Sp* XXXVIII:4:244-253 Fall 74

MESSAGE PROPERTIES

210. Influence of Media in Response to Satirical Material: A Review. Powell, James Larry. *Wisconsin J* V:1:33-38 Fall 74 tables

ARGUMENTATION

211. A Descriptive Study of the Lawyer's Perception of Persuasive Appeals Used in Georgia Courtrooms. Buchanan, Jerry A., & Robert E. Pruett. *Georgia J* V:2:72-91 Spr 74 tables
212. The Jurisprudential Analogy: Argumentation & the New Rhetoric. Abbott, Don. *CSSJ:XXV*:1:50-55 Spr 74
213. The Logic of Analogy. Sacksteder, William. *Phil & Rhet* 7:4:234-252 Fall 74
214. The Notion of "Incitement". Schueler, G. F. *Phil & Rhet* 7:2:89-97 Spr 74
215. Philosophy & Rhetoric: The Enigma of Argumentation. Kell, Carl L. *Georgia J* V:2:92-98 Spr 74
216. Responding to Weaker Opponent: A Study of Likeability & Refutation in public Debate. Cronen, Vernon. *West Sp* XXXVIII:2:108-116 Spr 74 tables

Communication Education

GENERAL

College & University

217. Mindless Change & Thoughtless Repetitiveness. Thompson, Wayne N. *SSCJ* XL:1:1-11 Fall 74

CURRICULUM

Secondary School

218. A High School Course in Nonverbal Communication. Pollman, Richard. *Nevada C* II:1:36-38 Spr 74
219. The Interpersonal Approach to Speech Communication. Martingly, Cynthia Baston. *Michigan J* IX:1:43-45 1974
220. Secondary School Speech Curriculum (instructional forum). Miller, Margaret. *Michigan J* IX:1:35-38 1974
221. Speech Communication Mini-courses in a High School Language Arts Dept. Fontana, Charlotte J. *Speech T* XXIII:2:149-151 Mar 74

College & University

222. Oral Interpretation in Undergraduate Education: A Survey. Carlsen, James W., LaDonna McMurray, & Judith Wells. *Speech T* XXIII:2:156-158 Mar 74 tables

CLASSIFIED SECTION

INSTRUCTION

Middle School

223. Listening Ability Can Be Improved Through Instruction. Thornton, Sandra E.
Michigan J IX:1:48-50 1974

Secondary School

224. Teacher-Student Communication Patterns. Miller, John, & Cal Hylton.
West Sp:XXXVIII:3:146-156
Sum 74 tables

INSTRUCTIONAL STRATEGIES & AIDS

225. Building Listener Accountability. Williams, Sheri S.
Speech T XXIII:1:3-55 Jan 74
226. ERIC Reports: Liberty or License? Teaching Students Freedom of Speech. Epstein, Eve.
Speech T XXIII:1:71-76 Jan 74
227. ERIC Reports: The Promise of Videotape for Self-Discovery. Harpole, Charles H.
Speech T XXIII:2:167-172
March 74
228. Improving Students' Listening Skills. Lippke, Richard L.
Speech T XXIII:1:51-53 Jan 74
229. Instruction in Metacommunication. Rossiter, Charles M. Jr.
CSSJ:XXV:1:36-42 Spr 74
230. Some Effects of Technological Instruction on Harold Adams Innis Meets the Black-Box. Sims, E. Norman.
Kentucky J V:1:7-8 Spr 74
231. A Super 8 Instructional Film with Sound Easy to Produce & Inexpensive. Ware, P. Dale.
Indiana N VIII:3:12-16 Sept 74
232. The Use of Questions in the Speech-Communication Classroom. Deethardt, John F.
Speech T XXIII:1:15-20 Jan 74
233. The Use of Videotape Recordings in Teaching Interpersonal Communication. Rossiter, Charles M. Jr., & John R. Luecke.
Speech T XXIII:1:59-60 Jan 74

Middle School

234. A Minicourse in Interpersonal Communication in a Junior High Trimester Program. Muzingo, Diantha.
Speech T XXIII:2:144-149
March 74

Secondary School

235. The High School Speech Teacher & the Bicentennial. Kiernan, Gene E.
Speech T XXIII:2:162-163
March 74
236. Learning Resources for the Secondary Communication Classroom. Wolvin, Andrew D.
D.C. Encoder I:1:1-5 Jan 74
237. The Use of Speech Activities in Upper Elementary Speech Communication Instruction. Ring Steven.
Georgia J V:2:11-14 Spr 74

College & University

238. A Comparison of Two Methods of Teaching Listening Comprehension to College Freshmen. Cottrill, Tom, & Robert T. Alciatore.
West Sp XXXVIII:2:117-123 Spr 74
tables
239. The Undergraduate as Researcher in Mass Communication. Felsenthan, Norman.
Speech T XXIII:1:68-70 Jan 74
240. A Wilderness Experience: The Potentials for Communication Education. Hopkins, John E., & Carl Schackow.
Michigan J IX:1:46-47 1974

EVALUATION

Secondary School

241. Class Year, Dimensions of Student Judgment, and the Use of Course Evaluation Instruments. Cronen, Vernon E., & William K. Price.
Speech T XXIII:1:34-39 Jan 74

BASIC COURSE

242. A Humanistic Approach to the Teaching about Pornography in the Speech Communication Fundamentals Course. Streff, Craig R.
Wisconsin J V:1:12-20 Fall 74

Secondary School

243. An Approach to the Study of Communication in High School (instructional forum). Lauderback, Gloria.
Michigan J IX:1:39-42 1974

College & University

244. Developing the Image of Self as a Speaker. East, James R.
Indiana N VIII:3:8-11 Sept 74
245. Effects of Three Feedback Conditions Employing Videotape and Audiotape on Acquired Speech Skill. Mulac, Anthony.
Speech Mon 41:3:205-214 Aug 74
246. The Introductory Course in Speech Communication in the State of Illinois. Corley, Diana.
Illinois J 28:1:39-42 Spr 74
247. An Instrument for Measuring the Source Credibility of Basic Communication Instructors. McCroskey, James C., William E. Holdridge, & J. Kevin Toomb.
Speech T XXIII:1:26-33 Jan 74
tables

TEACHER EDUCATION

248. Bitter Roots & Sweet Fruit: Notes on Elementary Speech Communication Instruction. Morrison, Dr. Matthew C.
Georgia J V:2:4-10 Spr 74
249. The Student Teacher. Colonna, Tom.
Indiana N 8:2:16-19 April 74
250. Student Teaching: Looking Back—And Forward. Uhrig, Lisa E.
Indiana N 8:2:20-22 April 74
251. A Summary of Requirements for Secondary Certification in Speech. Widener, Ralph W. Jr.
Speech T XXIII:2:158-162 Mar 74

252. Training of Speech Instructors for the Community Junior College. Berko, Roy M.
CSSJ XXV:2:149-150 Sum 74

Forensics

GENERAL

253. An Experiment that Worked: Franchising Tournaments. Hawkins, Seth C.
Forensic 60:1:18-20 Oct 74
254. A Survey of Indiana Forensics 1973-1974. Dobosz, Glen T., & Dennis A. Guse.
Indiana N VIII:3:1-4 Sept 74
tables

VALUE

255. Some Views on Recent Criticism. Uselton, Ron.
Forensic 59:3:9-10 March 74

SECONDARY SCHOOL

256. The High School Forensic Program: Resource for School and Community. Fryar, Maridel & Charles N. Wise.
Georgia J V:2:26-40 Spr 74

COLLEGE & UNIVERSITY

257. Balance in the Community College Forensic Program. Millar, Dr. Dan Pyle.
Georgia J V:2:41-57 Spr 74

DEBATE

General

258. A Survey of Content & Teaching Methods in High School Summer Debate Workshops. Shoen, Richard L., & Ronald J. Matlon.
Speech T XXIII:1:40-50 Jan 74

Value

259. Debate in Faculty Forums as Viewed by a Former Intercollegiate Debater. Danner, G. Richard.
Indiana N VIII:3:5-7 Sept 74

Judging

260. Mere Utterance: A Debate Critic's Dilemma. Zimmerman, Gordon I.
Nevada C II:1:21-25 Spr 74

Case Construction

261. Attitudinal Inherency: Attitude Primer. Bond, Byron.
Indiana N 8:4:11-15 Nov 74
262. Conflicting Assumptions of Modern Debate: A Classic Example. Jones, Ben, & Jim Flegle.
Speaker & G 11:3:67-70 Mar 74
263. Pity the Poor First Affirmative. Pelham, Howard.
Speaker & G 11:3:67-70 Mar 74
264. The Second Negative Position: Analysis of the Affirmative Plan. Settle, Jamice M.
Wisconsin J V:1:27-32 Fall 74

Procedures

265. Some Thoughts on the 10-Minute Rule. Harte, Thomas B.
Forensic 60:1:7-8 Oct 74

INDIVIDUAL EVENTS

Extemporaneous Speaking

266. Supporting Materials. Brady, Georgia.
Forensic 60:1:11-12 Oct 74

CLASSIFIED SECTION

INDIVIDUAL EVENTS

Listening

267. Competitive Listening. Norton, Larry.
Forensic 59:4:3-5 May 74

Oral Interpretation

268. Literary Criteria: In the Evaluation of Oral Interpretation. Wendi, Ted A.
Kentucky J V:1:16-17 Spr 74
269. Updating Interpretation Events: A Suggestion. Haushalter, William R.
Michigan J IX:1:5-9 1974

Rhetorical Criticism

270. Rhetorical Criticism. Medcalf, Larry.
Forensic 60:1:8-10 Oct 74

COACHING & JUDGING

271. Reflections on Judging NFL Debates.
Indiana N VIII:3:23 Sept 74

Oral Interpretation

GENERAL

272. Cognition & the Audience in a Performance Class. Whataker, Beverly.
Speech T XXIII:1:63-66 Jan 74
273. The Modified Tutorial Approach in Teaching Psychomotor Skills for Oral Interpretation. Lee, Richard R.
Speech T XXIII:1:60-63 Jan 74
274. Oral Interpretation in Indiana: The High School Teacher vs. the College Teacher. Pattison, Sharon Dailey.
Indiana N 8:4:16-20 Nov 74
275. Recent Trends in Oral Interpretation. Armstrong, Chloe.
D.C. Encoder 1:1:6-11 Jan 74

FORMS

Ensemble

276. Ensemble Oral Interpretation. Post, Robert M.
Speech T XXIII:2:151-155 March 74

Folk Songs

277. The Role of the Interpreter in Identifying the Concept of "Folk". Cohen, Edwin.
West Sp XXXVIII:3 170-175 Sum 74

Multiple Reading

278. "Symbolic Action" in the Multiple Reading Production. Boyce, William Alfred.
Michigan J IX:1:30-34 1974

Poetry

279. Prosodic Notes & Reflections of a Poet. Michelson, Peter.
Illinois J 28:1:32-38 Spr 74
280. The Relationship of Constituent Structure to the End of the Printed Line in Metaphorical Statements of a Fixed Syntactic Type. Bosek, Phillip E., & Margaret D. Bosek.
Illinois J 28:1:10-17 Spr 74

Reader's Theatre

281. Semantic Agreement in Reader's Theatre. Brooks, Keith, & Josh Crane.
West Sp XXXVIII:2:124-132 Spr 74 tables
282. Genre Theory & the Practice of Readers Theatre. Brown, William R., & Joseph Epolito, & Nancy Palmer Stump.
Speech T XXIII:1:1-8 Jan 74

PERFORMANCE & ANALYSIS

283. The Nature, Function & Performance of Indirect Discourse in Prose Fiction. Espinola, Judith C.
Speech Mon 41:3:193-204 Aug 74

HISTORY & CRITICISM

284. Intonation in Nineteenth-Century Fictions: The Voices of Paraphrase. Schrero, Elliot M.
QJS 60:3:289-295 Oct 74

Parliamentary Procedure

285. Parliamentary Procedure as Law. Burt, John.
Forensic 59:3:5-8 March 74

Author Index

An index to the authors and co-authors (including both individuals and associations) of publications arranged in alphabetical order by surname.

Example of an Author Entry:

AUTHOR'S NAME:	Ferinold, Ronald F. 144.	CITATION NO. REFERRING TO ARTICLE IN THE CLASSIFIED SECTION
Abbott, Don 212, 157. Alciatore, Robert T. 238. Ambrester, Roy 155. Anatol, Karl W.F. 64. Applbaum, Ronald L. 64. Arlington, David 111. Armstrong, Chloe 275.	Dobosz, Glen T. 254. Douglass, Rodney B. 151.	Petelle, John L. 76. Plax, Timothy G. 75. Pollman, Richard 218. Polvi, Kathy 93. Porter, D. Thomas 73, 193. Post, Robert M. 276. Poulakos, John 88. Powell, Frederic A. 72 Powell, James Larry 210. Price, William K. 241. Pruett, Robert E. 211.
Baird, John E. Jr. 91, 162. Baran, Stanley J. 175. Barnes, Richard E. 60. Barton, Stephen Nye 150. Batty, Paul 71. Baudhuin, E. Scott 137. Becker, Lee B. 178. Beebe, Steven A. 163 Benson, Thomas W. 160. Berger, Charles R. 200. Berko, Roy M. 252. Blankenship, Jane 196. Bochner, Arthur P. 92, 176. Bock, Douglas 100. Bond, Byron 261. Bosmajian, Haig A. 145. Bowen, Harry W. 107. Boyce, William Alfred 278. Braden, Waldo W. 121. Brady, Georgia 266. Brockriede, Wayne 104. Brommel, Bernard J. 132. Brooks, Keith 281. Brown, William R. 282. Brownlow, Paul C. 134. Bozek, Margaret D. 280. Bozek, Philip F. 280. Buchanan, Jerry A. 211. Burt, John 285. Byrnes, James F. 178.	East, James R. 244. Edelstein, Alex S. 185. Enos, Richard Leo 115. Epolito, Joseph 282. Epstein, Eve 226. Espinola, Judith C. 283.	Kaid, Lynda Lee 207. Kane, Peter E. 141. Kane, Peter J. 164. Kell, Carl L. 215. Kelle, Paul W. 202. Kendall, Kathleen Edgerton 161. Kiernan, Gene E. 235. King, Andrew A. 112, 127. Kline, Gerald F. 186. Kneupper, Charles W. 153. Kraus, Sidney 176.
Campbell, Karlyn Kohrs 99. Carlin, Carol 77. Carlsen, James W. 222. Carpenter, Ronald H. 181. Christie, Vickie R. 209. Clarke, Peter 186. Cohen, Edwin 277. Colonna, Tom 249. Conville, Richard L. 65. Corley, Diana 246. Cottrill, Tom 238. Cox, J. Robert 147, 149. Crane, Josh 281. Cronen, Vernon 216, 241. Cumberbatch, Guy 171. Cureton, Robert D. 207.	Fagen, Patricia 169. Falcione, Raymond L. 96. Falzer, Paul Robert 66. Felkins, Patricia K. 139. Felsenthal, Norman 239. Fischer, Raymond L. 58. Fisher, Jeanne Y. 70, 131. Fisher, Walter R. 105. Flegle, Jim 262. Fontana, Charlotte J. 221. Frentz, Thomas S. 198.	Lapps, A. Vernon 67. Larson, Charles U. 166. Lauderback, Gloria 243. Lee, Richard R. 273. Leff, Michael C. 129, 152. LeRoy, David 173. Lewis, James J. 63. Lewis, Marilyn 89. Linkugel, Wil A. 123. Lippke, Richard L. 228. Litfin, A. Duane 135. Logue, Cal M. 125, 128. Luecke, John R. 233. Lyle, Jack 173. Lynch, F. Dennis 179.
Danner, G. Richard 259. Davis, Beth 134. Day, Kenneth D. 182. Deethardt, John F. 232. Delia, Jesse G. 81. Devlin, L. Patrick 103. Dickens, Charles 284.	Gibson, James W. 139. Gillham, James 188. Goldhaber, Gerald M. 94. Grams, John A. 183. Gronbeck, Bruce 101, 106. Gross, Nicolas P. 114. Guback, Thomas H. 180. Guse, Dennis A. 254.	Maridell, Fryar 256. Matlon, Ronald J. 258. Mattingly, Cynthia Baston 219. Maybee, Richard 76. Mears, Peter 95. Measell, James S. 143. Medcalf, Larry 270. Mendelsohn, Harold 189. Meyers, Russel M. 74. Michelson, Peter 279. Millar, Dr. Dan Pyle 257. Miller, John 224. Miller, Margaret 220. Mohrmann, G. P. 129. Motley, Michael T. 199, 203. Mulac, Anthony 69, 245. Muzingo, Diantha 234. McCain, Thomas A. 85. McCroskey, James C. 85, 247. McLeod, Jack M. 178. McLuhan, Marshall 170. McMurray, LaDonna 222.
	Hammerback, John C. 144. Harpole, Charles H. 227. Harte, Thomas B. 265. Haun, Martha 168. Haushalter, William R. 269. Hawkins, Seth C. 253. Hawley, Diane Wright 136. Hays, Ellis R. 75. Heath, Robert L. 146. Henderson, Bill 148. Hensley, Wayne E. 61, 71. Heston, Judee K. 83. Hickson, Mark III 97, 138. Hillbruner, Anthony 133 Hite, Rober W. 80. Holdridge, William E. 274. Holm, John 176. Hopkins, John E. 240. Howitt, Dennis 171. Hoyt, James L. 182. Hylton, Cal 224.	Quimby, Rollin W. 154. Rasmussen, Karen 156. Raum, Richard D. 143. Ray, John W. 158. Ray, Michael L. 184. Ray, Roberta K. 159. Reid, Loren, 109, 110. Reinsdorf, Walter D. 142. Ring, Steven 237. Roberts, Churchill L. 68. Robinson, John P. 187. Rokeach, Milton 174. Rosenfeld, Lawrence B. 209. Rossiter, Charles M. Jr. 229, 233. Rothschild, Michael L. 184. Robinstein, Eli A. 177.
	Infante, Dominic A. 70. Irvin, Bruce E. 195. Ivie, Robert L. 120. Jackson, Brenda 201. Jacobson, Steven K. 200. Jamieson, Kathleen M. 118. Johannesen, Richard L. 98. Johnstone, Christopher L. 130. Jones, Ben 262.	Niles, Lyndrey A. 119. Norton, Larry 267. O'Keefe, Garrett J. Jr. 189. O'Leary, John B. 150. Oliver, Robert T. 108. Osgood, Charles E. 192. Otukpa, A. E. Ogaba Jr. 197. Owen, Jim 79. Pearce, W. Barnett 58, 84, 87. Pelham, Howard 263.

AUTHOR INDEX

Uhrig, Lisa E. 250.
Uselton, Ron 255.

Valley, David B. 124.
Varis, Tapio 172.
Vidmar, Neil 174.

Wagoner, Ruth 165.

Ware, P. Dale 206, 231.
Weaver, Richard M. 153.
Wells, Judith
Wendt, Ted A. 268.
Wenzel, Joseph W. 122.
Wheelless, Lawrence R. 204, 208.
Whitaker, Beverly 272.
White, Eugene E. 59.

Widener, Ralph W. Jr. 251.
Wiethoff, William E. 117.
Williams, Sheri S. 225.
Wise, Charles N. 256.
Woelfel, John 188.
Woelfel, Joseph 188.
Wolf, Gerrit 86.
Wolvin, Andrew D. 236.

Wotring, C. Edward 173.

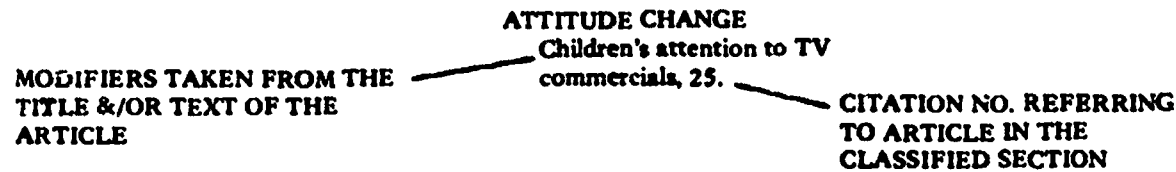
Yamauchi, Joanne S. 90.

Zillmann, Dolf 182.
Zimmerman, Gordon I. 260.

Subject Index

All index to the specific subjects of articles. Many of the subject headings used come from a thesaurus of speech communication terms located at the end of the Subject Index. It is recommended that the thesaurus be consulted before using the Subject Index for extended searches.

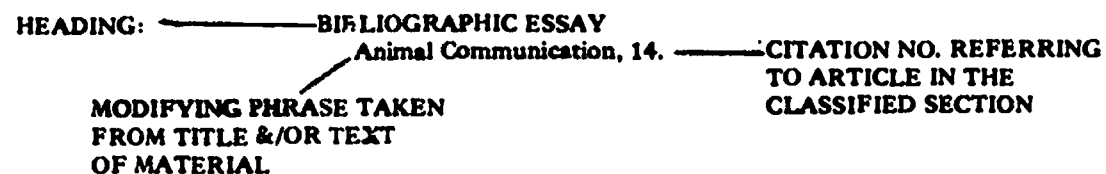
Example of a Subject Entry:



The following list contains standard headings which are used in the Subject Index as guides to specific types of information.

BIBLIOGRAPHIC ESSAY:	Articles concentrating on the bibliography, literature and research in and research in a specific area of study.
BIBLIOGRAPHIES:	Bibliographies
DIRECTORIES:	Directories
EDITORIALS:	The more important editorials
EXCHANGES:	Material on scholarly debate
LETTERS TO THE EDITOR:	The more important letters which contain subject matter of interest to the field.
JOURNAL THEMES:	Themes of those journals which devote each issue to a single topic.

Example of an Entry:



SUBJECT INDEX

ACCEPTANCE SPEECH Of Democratic presidential nominees, 124.	ARISTOTLE Orientation to rhetorical communication, 151.	Surgeon General's report on television violence, 177. Voter selectivity and partisanship in Watergate affair, 189.
AESTHETICS Black, 201.	ASIA See Rhetorical Analysis & Criticism Asia	ATTITUDINAL FRAME OF REFERENCE Message locus and content, 84.
AGGRESSION Aggressive, violent and erotic communication as effect on, 182.	ASSOCIATIONS Innovative convention planning, 67.	ATTITUDINAL INHERENCY CASE Attitude primer in debate, 261.
ALCESTIS Euripides, 114.	ATTITUDE Children's perception of wealth portrayed on TV, 175.	AUDIENCE Clozentropy for analyzing audience response to film, 179. Perception of violence on television, 171.
ALINSKY, SAUL Confrontation as persuasion, 138.	ATTITUDE CHANGE Communication & opinion formation Watergate hearings, 176. Influence of Media in response to satirical material, bibliographic essay, 210. Political advertising effect, 184. Political radicalization as a communication process, 188. Prediction of, a regression approach, 204. Public opinion in Watergate affair, 187. Relaxation of credibility to selective exposure, 208. Sex & persuasibility, 209.	BASIC COURSE Colleges & University Image of self as a speaker, 244-247. General, 242. Secondary School, 243.
ALTGELD, JOHN PETER Rhetoric of reform, 132.		BAYH, BIRCH and William Ruckelhaus in 1968 campaign for the Senate, 136.
ARGUMENTATION Distinction between philosophical and rhetorical, 215. Jurisprudential analogy, 212. Legal persuasion used by lawyers, 211. Logic of Analogy, 213. Notion of 'incitement', 214. Refutation methods in public debate, 216. Rhetorical criticism as, 104.		BIBLIOGRAPHY Speech, theatre and broadcasting in the South, 1973, 68.

SUBJECT INDEX

BIBLIOGRAPHIC ESSAY

- Interpersonal Communication, 90.
- Learning resources for secondary school speech, 236.
- Organizational Communication, 97.
- Small Group Communication, 92.

BLACK CULTURE

- Aesthetics, 201.
- Effects of racial prejudice upon communication, 193.

BLACK RHETORIC

- Growth of the field, 19.
- Of Booker T. Washington, 127
- Teaching of at college, 125.

BOETHIUS

- Rhetorical theory of, 152.

BRIGHT, JOHN

- 19th Century English spokesman for America, 110.

BUCKLEY, WILLIAM F.

- Rhetoric on 'Firing Line', 144

BURKE, KENNETH

- Marxists influence on, 157.
- View of the Unconscious, 155.
- Burkean analysis applied to murder and suicide, 131.

CAMPAIGN COMMUNICATION

- Common Cause in political campaigns, 146.
- Political advertising effect, 184.

CAMPAIGN RHETORIC

- Birch Bayh & William Ruckelhaus 1968 campaign for the Senate, 136.
- Democratic nominees acceptance speeches, 124.
- Of George McGovern, 140.
- Georgia gubernatorial race of 1880, 128.

CAMPBELL, GEORGE

- 'Philosophy & Rhetoric', 156.

CHILD LABOR REFORM

- Rhetorical analysis of the movement, U.S., 149.

CHILE

- Media in Allende's Chile, 169

CHILDREN

- Perception of wealth as portrayed on TV, 175.

CLOZENTROPY

- Analyzing audience response to film, 179.

COGNITIVE PROCESS

- Cognition & audience in a performance class, 272.

COLLEGE & UNIVERSITY

- Communication Education
 - General, 217.
 - Curriculum, 222.
 - Instructional Strategies & Aids, 238-240.
 - Basic Course, 244-247.
 - Teacher Education, 248-252.
- Forensics
 - General, 257.

COLQUITT, ALFRED H.

- Rhetoric in 1880 gubernatorial race in, 128.

COMMON CAUSE

- Influence in political campaign, 146.

COMMUNICATION APPREHENSION

- Behavioral assessment of speech anxiety, 69.
- Measured by physiological indexes, 73.
- Measuring student anxiety in public speaking courses, 71.
- Speakers pre-message perceptions, 70.
- Validation of through Galvanic Skin Response, 74.

COMMUNICATION AND CONFLICT

- Use of communication in resolution, 202.

COMMUNICATION AND JUSTICE

- Defendant attributes & their effects on sentencing, 200.

COMMUNICATION AND THE GLOBAL VILLAGE, 170.

COMMUNICATION EDUCATION

- General
 - College & University, 217.
- Curriculum
 - College & University, 222.
 - Secondary School, 218, 221.
- Instruction
 - Middle School, 223.
 - Secondary School, 224.
- Instructional Strategies & Aides, 225-233.
- Middle School, 234.
- Secondary School, 235-237.
- College & University, 238-240.
- Evaluation
 - Secondary, 241.
- Basic Course, 242.
- Secondary School, 243.
- College & University, 244-247.
- Teacher Education, 248-252.
- Response ability (cognitive, affective, role) 79.

COMMUNICATION OF SCIENTIFIC

- Information
 - In early American scientific societies, 122.

COMMUNITY COLLEGES

- Forensic programs in, 257.
- Training speech instructors of, 252.

CONFLICT RESOLUTION

- Contributions the field can have, 202.

CONFRONTATION RHETORIC

- William F. Buckley Jr. on 'Firing Line', 144.
- Saul Alinsky, 138.

CONGRUITY PRINCIPLE, 84.

CONSTITUTION OF THE U. S.

- As summational anecdote, 126.

CONTENT ANALYSIS

- Of Media Reporting in Watergate Hearings, 166.

CONVENTIONS

- Innovative planning, 67.

CROSS-CULTURAL COMMUNICATION

- Cross-linguistic tool-making, 192.
- Effects of media flow to underdeveloped countries, 190.
- Effects of racial prejudice upon communication, 193.
- Film as international business, 180.
- Global traffic of television programs, 172.
- Traditional mediums to stimulate social change, 191.

CURRICULUM

- See Communication Education

DEBATE

- Attitudinal inherency, 261.
- Judging on oral advocacy, 260.
- Problem of the first affirmative, 263.
- Refutation methods in public, 216.
- Second negative position: analysis of the affirmative plan, 264.
- Teaching methodologies in summer workshops, 258.
- The 10-minute rule, 265.
- Theoretical approach to, 262.
- Value of, 259.

DEBS, EUGENE

- Rhetoric of reform, 132

DECEPTION

- Acoustic correlates of lies, 203.

DE QUINCEY, THOMAS

- Rhetoric on national character, 112.

DIALOGUE

- Conversational conditions & process of brief encounters, 86.
- Existential foundations in interpersonal communication, 78.
- In interpersonal communication, 88.

SUBJECT INDEX

- DISTRACTION**
Heckling, effects upon source credibility, 206.
- EISENHOWER, DWIGHT D.**
The Military-Industrial Complex, 135.
- EMERSON, RALPH WALDO**
Role of the orator in his philosophy, 159.
- ENCODING**
Verbal conditioning-generalization in, 199.
- ENGLAND**
See Rhetorical Analysis & Criticism, England
- ERVIN, SAM**
Background on and rhetoric of, 141.
- EURIPIDES**
Rhetoric analysis of departure in 'Alceste', 114.
- EVALUATION**
Of teachers by secondary school students, 241.
- EXCHANGES**
Nature of rhetorical criticism, 100, 101, 102.
Research methodology used by Applbaum & Anatol in a source credibility study, 61, 62, 63, 64.
- EXISTENTIALISM**
Dialogic communication in interpersonal communication, 78.
- EXTEMPRANEOUS SPEAKING**
Use of supporting materials, 266.
- EYE CONTACT**
In speaker credibility, 163.
- FIRST AMENDMENT**
Abrogation of suffragists' rights, 145.
- FILM**
As international business, 180.
Clozentropy for analyzing audience response to, 179.
'Patton' impact on public and Richard Nixon, 181.
Super 8 instructional film making, 231.
Used as a tool measuring aggression, 182.
- FORENSICS**
Franchising tournaments, 253.
General, 253-254.
Value, 255.
Secondary School, 256.
College & University, 257.
Debate
General, 258.
Value, 259.
Judging, 260.
Case Construction, 261-264.
Procedures, 265.
- FORENSICS (continued)**
Individual Events
Extemporaneous Speaking, 266.
Listening, 267.
Oral Interpretation, 268-269.
Rhetorical Criticism, 270.
Coaching & Judging, 271.
Judging Blackballs, 271.
Survey of Indiana Colleges, 1973-74, 254.
- FRANCE**
See Rhetorical Analysis & Criticism France
- FREEDOM OF SPEECH**
Conflict between private property and first amendment, case histories, 184.
First amendment rights of suffragists' abrogated, 145.
Need for critical listening with rhetorical techniques, 165.
Teaching resources & materials, 226.
- FRENCH CANADIAN SEPARATISM**
Political radicalization as a communication process, 188.
- GREECE, ANCIENT**
See Rhetorical Analysis & Criticism Greece, Ancient
- HIGHER EDUCATION**
External channels of communication, 94
- HUMOR**
Influence of media in response to satirical material, bibliographic essay, 210.
- IMAGE**
Of Richard Nixon, from campaign to Watergate, 137.
Theoretical exploration of, 194.
- IMAGE MAKING**
In politics, 207.
- INFORMATION PROCESSING**
Critique of Kelly's 'A Theory of Personality: The Psychology of Personal Constructs,' 77.
Four modes of response, 75.
Items retrieved as a function of the cue system, 76.
- INDIVIDUALIZED INSTRUCTION**
Critique of technological instruction, 230.
- INTERPERSONAL COMMUNICATION**
Conversational conditions & process of brief encounters, 86.
And dialogue, 88.
Educational resources, bibliographic essay, 90.
Effects of space invasion & anomia, 83.
Existential foundations of dialogic communication, 78.
Instruction in metacommunication, 229.
- INTERPERSONAL COMMUNICATION (Continued)**
Measuring attraction, 85.
Message locus and content, 84.
Mini course at a middle school, 234.
Passing on political opinions to others, 176.
Response capability (cognitive, affective, role), 79.
Secondary school course in, 219.
Self-disclosure, 81.
Self-disclosure & humanistic psychology, 82.
Teacher-student communication patterns, 224.
Transactional time-structuring, 80.
Trust in, 87.
Videotaping in teaching of, 233.
Wilderness experience, 240.
- INTRAPERSONAL COMMUNICATION**
Communication apprehension measured by physiological index, 73.
Communication apprehension validated through Galvanic Skin response, 74.
Critique of Kelly's 'A Theory of Personality: The Psychology of Personal Constructs,' 77.
Information processing, 75.
Home retrieved as a function of cue system, 76.
Perception of self-uniqueness, 72.
Response capability (cognitive, affective, role), 79.
Self-disclosure & humanistic psychology, 82.
Theory of the function of image, 194.
The self in interpersonal dialogue, 88.
- IRELAND**
see Rhetorical Analysis & Criticism
- ITALY**
see Rhetorical Analysis & Criticism
- LANGUAGE**
Identification of vowels from minimal temporal cues, 195.
Influence of mode, sub-mode & speaker predilection on style, 196.
- LEADERSHIP**
Small task-oriented group, 93.
- LIES**
Deception, 203.
- LIKEABILITY**
Refutation, 216.
- LINCOLN, ABRAHAM**
Analysis of Cooper Union speech, 129.
- LINGUISTICS**
Cross-linguistic tool-making, 192.
- LISTENING**
As a competitive forensics event, 267.
Building accountability, 225.
Cognition & audience in a performance class, 272.

SUBJECT INDEX

LISTENING (Continued)

- Identification of vowels from minimal temporal cues, 195.
- Improved through instruction at a middle school, 223.
- Improved student skill, 228.
- Rules for, 197.
- Two methods of teaching listening to college freshmen, 238.

LITTLETON, EDWARD J., 111

LOGIC

- Use of analogy in argumentation, 213.

LOGOGRAPHY

- In ancient Greece, 115.

MACHIAVELLI

- Analysis of 'The Prince,' 117.

MARKLE FOUNDATION (John & Mary)

- Annual Report, 167.

MASS COMMUNICATION

- General, 166-170.
- Broadcasting
 - Television, 171-173.
 - Persuasion & Attitude Change, 174, 177.
- Press
 - Newspapers
 - Persuasion & Attitude Change, 178.
 - Film, 179-180.
 - Persuasion & Attitude Change, 181-182.
 - Regulation, 183.
 - Persuasion & Attitude Change, 193.

MASS COMMUNICATION

- Annual Report of the John & Mary R. Markle Foundation, 167.
- Effects of media flow to underdeveloped countries, 190.
- Undergraduate research in, 239.

MEDIEVAL RETORIC

- Boethius, 152.

METACOMMUNICATION

- Interpersonal communication, 229.

METAPHOR

- Statements of a fixed syntactic type, 280.

MIDDLE SCHOOL

- Communication Education
 - Instruction, 223.
 - Instructional Strategies & Aids, 234.

MURDER

- Burkean analysis applied to, 131.

MC CLUHAN, MARSHALL

- Technological determinism, 168.

MC GOVERN, GEORGE

- Rhetoric of the challenger, 140.

NEWS DISSIMINATION

- Selection in reporting Watergate hearings, 166.

NEWSPAPERS

- Agenda-setting function of the press, 178.

NIXON, RICHARD

- Analysis of 2nd Inaugural, 133.
- Comparison of Checkers and 2 Watergate speeches, 139.
- Influence of 'Patton' upon, 181.
- Source credibility from campaign to Watergate, 137.

NONVERBAL COMMUNICATION

- A secondary school course in, 218.
- Communication & justice, 200.
- Every day examples & analysis, 89.

NORWOOD, THOMAS M.

- Rhetoric in 1880 gubernatorial race in, 128.

ORAL INTERPRETATION

- Bringing college & high school teachers into cooperation, 274.
- Cognition & audience in a performance class, 272.
- Ensemble interpretation, 276.
- Indirect discourse in prose fiction, 283.
- Interpreting folk songs, 277.
- Intonation in 19th Century fiction, 284.
- In undergraduate curriculum, 222.
- Literary criticism of in forensics, 268.
- Metaphorical statements in poetry, 280.
- Poetry, 279, 280.
- Recent trends, 275.
- Symbolic action & multiple reading, 278.
- Teaching psychomotor skills for, 273.
- Updating it as a forensic event, 269.

ORATORY

- Role of orator in philosophy of Ralph Waldo Emerson, 259.

ORGANIZATIONAL COMMUNICATION

- External channels in the university, 94.
- Learning Resources, bibliographic essay, 97.
- Source credibility of immediate supervisors, 96.
- Structuring a working group, 95.

PARLIAMENTARY PROCEDURE

- As law, 285.
- Lack of in the French National Assembly, 1789, 92.

PERSUASION

- Argumentation used by lawyers, 211.
- Image politics, 207.
- Rhetorical theory of Aristotle, 151.
- Sex & persuasibility, 209.

PHILOSOPHY

- Analysis of 'The Prince,' 117.

PHONETICS

- Verbal conditioning-generalization in encoding, 199.

PLATO

- Growth in perception of rhetoric, 154.

POETRY

- Metaphorical statements of a fixed syntactic type, 280.
- Reflections of a Poet, 279.

POLITICAL COMMUNICATION

- At the interpersonal level, 176.
- Radicalization as a communication process, 188.

POLITICAL RHETORIC

- Conversation with a ghostwriter, 160.
- Democratic nominees acceptance speeches, 124.
- FDR's neutrality speech, 142.
- Image making & persuasion, 207.
- Influence on rhetorical criticism, 103.
- Wallace, George, 143.

POPE PAUL VI

- Interpretation of Natural Law in 'Humanae Vitae,' 118.

PORNOGRAPHY

- Humanistic approach to teaching of, 242.

PREJUDICE

- Effects upon communication, 193.

PROTEST RHETORIC

- Analysis of Thoreau's 'Civil Disobedience,' 130.
- Suffrage movement & infringement of First Amendment rights, 145.
- Vietnam war dissent, 147.

PSYCHOLINGUISTIC

- Analysis of metaphor, semantics/classical theory, 198.

PUBLIC ADDRESS

- Teaching British in college, 109.
- Teaching of American in college, 121.
- Teaching of Asian & comparative at college, 108.
- Teaching feminist rhetoric at college, 123.

PUBLIC OPINION

- During Watergate affair, 187.

PUBLIC SPEAKING

- Anxiety validated through Galvanic Skin response, 74.
- Attitude of speaker toward audience, 98.

SUBJECT INDEX

PUBLIC SPEAKING (Continued)

- Behavioral assessment of anxiety, 69.
- Conversation with a political ghost-writer, 160.
- Effects of feedback conditions on acquired speech skill, 245.
- Effects of speech summaries upon audience, 162.
- Eye contact & speaker credibility, 163.
- Influence of ghostwriting on rhetorical criticism, 103.
- Measuring student anxiety, 71.
- People do give speeches, 161.
- Speakers pre-message perception, 70.

READERS THEATRE

- Genre theory & practice of 282.
- Semantic agreement in, 281.

REGULATION OF MASS MEDIA

- Radio & TV stations owned by newspapers, 188.

RESEARCH

- Media effects, new strategies for research, 186.

RESEARCH METHODOLOGY

- A rejoinder by Applbaum & Anatol, 64.
- Criticism of source credibility methodology used by Applbaum & Anatol, 61, 62, 63.
- Lucas Switchback Design to solve within vs between subjects, experimental results, 65.
- Representative design & general linear model, 66.

RHETORIC

- Rhetorical timing, 106.
- Rhetorical uses of the present, 107.

RHETORIC OF

- See:
 - Alinsky, Saul
 - Altgeld, John Peter
 - Bayh, Birch
 - Bright, John
 - Buckley, William F.
 - Colquitt, Alfred H.
 - Debs, Eugene
 - DeQuincey, Thomas
 - Eisenhower, Dwight D.
 - Ervin, Sam
 - Lincoln, Abraham
 - Littleton, Edward J.
 - McGovern, George
 - Nixon, Richard
 - Norwood, Thomas M.
 - Pope Paul VI
 - Roosevelt, Franklin D.
 - Stevenson, Adlai
 - Thoreau, Henry D.
 - Wallace, George
 - Washington, Booker T.

RHETORICAL ANALYSIS & CRITICISM

- General, 98-107.
- Asian, 108.
- England
 - General, 109.
 - 19th Century, of Individuals, 110-112.
- France
 - 18th Century, 113.
- Greece, Ancient, 114-115.
- Ireland
 - 20th Century, of Movements, 116.
- Italy
 - Medieval, 117.
 - 20th Century, of individuals, 118.
- United States
 - General, 119-125.
 - 18th Century, 126.
 - 19th Century, of Individuals, 127-130.
 - 20th Century
 - General, 119-125
 - Of Individuals, 132-144.
 - Of Movements & Institutions, 145-150.

RHETORICAL CRITICISM

- As a competitive forensic event, 270.
- As argumentation, 104.
- As criticism, 105.
- Attitude of speaker toward audience, 98.
- Debate over nature of, 100, 101, 102.
- Influence of ghostwriting on, 103.
- The field in relation to academic & social criticism, 99.

RHETORICAL MOVEMENTS

- See Child Labor Reform, U.S.
- Common Cause, 146.
- Jesus Movement, 148.
- Small Town campaigns to attract doctors, 150.
- Suffrage & National Women's Party, 145.

RHETORICAL THEORY

- Aristotelian, 151.
- Attitude of speaker toward audience, 98.
- Boethius, 152.
- Contemporary directions, 153.
- of Franz Therman, 153.
- George Campbell's 'Philosophy & Rhetoric,' 156.
- Growth of Plato's perception of rhetoric, 154.
- Kenneth Burke's view of the unconscious, 155.
- Marxist influence on Kenneth Burke, 157.
- Notion of 'incitement', 214.
- Ralph Waldo Emerson, 159.

ROOSEVELT, FRANKLIN D.

- Analysis of neutrality policy statement, 142.

RUCKELSHAUS, WILLIAM

- & Birch Bayh in 1968 campaign for the Senate, 136.

SECONDARY SCHOOL

- Communication Education
 - Curriculum, 218-221.
 - Instruction, 224.
 - Instructional Strategies & Aids, 225-237.
 - Evaluation, 241.
 - Basic Course, 243.
- Forensics
 - General 256.

SELECTIVE EXPOSURE

- Attitude change & source credibility, 208.
- Relation to attitudes concerning Watergate affair, 189.

SELECTIVE PERCEPTION

- Television viewing of Archie Bunker's bigotry, 174.

SEMANTIC DIFFERENTIAL, 281.

SEMANTICS

- Generative semantics/classical theory, 198.
- Verbal conditioning-generalization, 199.

SELF-CONCEPT

- Perception of Self Uniqueness, 72.

SMALL GROUP COMMUNICATION

- Bibliographic Essay, 92.
- Leader's perceived influence, 93.
- Structure in cooperative 7 competitive group discussions, 91.
- Structuring a working group, 95.
- Task & instrumentation variables, 92.

SOURCE CREDIBILITY

- A rejoinder by Applbaum & Anatol, 64.
- An oblique solution to, 205.
- Criticism of methodology used by Applebaum & Anatol, 61, 62, 63.
- Effects of heckling on, 206.
- Immediate supervisors in the organizational context, 96.
- Media credibility & respondent credulity, Watergate affair, 135.
- Of instructors teaching the basic course, 247.
- Of Nixon from campaign to Watergate, 137.
- Prediction of attitude change, a regression approach, 204.
- Relation of attitude change to selective exposure, 208.

SPEECH COMMUNICATION

PROFESSION

- A discipline leading to tomorrow, 60.

SUBJECT INDEX

SPEECH COMMUNICATION

PROFESSION (Continued)

- Future of the field, 59.
- Dichotomy between traditionalist & experimentalists, 58.

SPEECHES

- Effects of summaries upon audience, 162.

STEVENSON, ADLAI

- Eulogies delivered by, 134.

STYLE

- Influence of mode, sub-mode, & speaker predilection on style, 196.

SYNTAX

- Verbal conditioning-generalization in encoding, 199.

TEACHER CERTIFICATION

- Secondary school teachers, 251.

TEACHER TRAINING

- Critique of one NCATE standard, 250.
- For community colleges, 252.
- Improving student teacher experiences, 249.
- Secondary certification in speech communication, 251.

TELEVISION

- Audience perception of violence on, 171.
- Global traffic of programs, 172.
- Perception of wealth by children portrayed on TV, 175.
- Public television viewers of Watergate hearings, 173.
- Selective perception in viewing Archie Bunker's bigotry, 174.
- Surgeon General's report on violence, 177.

THERMIN, FRANZ

- Rhetorical theory of, 156.

THOREAU, HENRY DAVID

- Analysis of 'Civil Disobedience', 130.

TOURNAMENTS

- Franchising tournaments, 253.

UNITED STATES

- See Rhetorical Analysis & Criticism
- United States

VIDEOTAPE

- The Use of for self-discovery in education, 227.

VIDEOTAPING

- Technique in teaching interpersonal communication, 233.
- Use in public speaking courses, 245.

VIETNAM

- Anti-war rhetoric, 147.

WALLACE, GEORGE

- Rhetorical genre of polarization, 143.

WASHINGTON, BOOKER T.

- Myth of heroic materialism, 127.

WATERGATE AFFAIR

- Communication & opinion formation, Watergate hearings, 176.
- Media credibility & respondent credulity, 185.
- Media reporting of hearings, 166.
- Public opinion during, 187.
- Public television viewers of hearings, 173.
- Voter selectivity & partisanship, 189.

Speech Communication Thesaurus

Many of the headings used in the Subject Index have been taken from a thesaurus of speech communication terms developed by the Speech Communication Association's Information Retrieval Committee (Chairman: George A. Borden; Members: Ed Black, Ken Frandsen, Brad Lashbrook and Ned Shearer). For the history and development of the thesaurus see *Today's Speech*, spring 1972, pages 11-16.

We would like to thank Dr. Borden and Patrick Kennicott of the Speech Communication Association for permitting the Center to use the thesaurus for indexing purposes.

The thesaurus is probably the first attempt in the speech communication field to standardize terminology and subject headings for information retrieval purposes.

The terms in the original thesaurus are listed below without the narrower, related, and broader term descriptors. We simply did not have space to reproduce the entire thesaurus at this time.

A rotated descriptor display of several key terms in the thesaurus is located at the end of the main list.

The additional terms that we have added at the Center are located at the end of the rotated descriptor display.

We are currently working on refining and developing a more precise system of referral terms that was available in the original thesaurus through its narrower, broader, and related term concept. When completed, each individual descriptor will have a list of closely related terms located beneath it. These terms will guide researchers to other useful descriptors related to their topic.

We encourage all members of the speech communication community to submit terms to be added and withdrawn from the thesaurus. Individuals wishing to assist should follow these procedures:

1. List the term to be added along with a brief definition and reasons why it should be a standard heading in the thesaurus.
2. List the term to be deleted and give reasons why it should be withdrawn.

Original Thesaurus

Developed by the SCA's Information Retrieval Committee
(theatre, drama, and speech science descriptors have been deleted)

Abolition	Analogy	Authority	Civil War
Abstract	Analysis	Authorship	Claim
Academic Requirements	Analysis by Synthesis	Awareness	Clarity
Accent	Animal Communication	Balance Theory	Classical Rhetoric
Acceptance Speech	Ante Bellum	Behavior Modification	Classroom
Accuracy	Anxiety	Behavioral Objectives	Cliche
Achievement	Anxiety Reduction	Belief Systems	Closed-mindedness
Acoustic Instrumentation	Aphasia	Belief-Discrepancy Speech	Cloze-procedure
Acoustic Phonetics	Apparatus	Felles Lettres	Coercive Rhetoric
Acoustics	Appearance	Bias	Cognitive Dissonance
Acquisition of Language	Argumentation	Bibliography	Cognitive Processes
Address	Arrangement	Bilingualism	Cohesion
Administrative Communication	Art	Biological Correlates	Comedy
Adult Education	Articulation	Black Culture	Commercial
Adult Language Learning	Associations	Black Rhetoric	Commercial Television
Advertising	Atheism	Body Movement	Commitment
Advocacy	Attention Span	Brain Mechanisms	Committee
Aesthetics	Attitude	Brainstorming	Communication Disorders
Affirmative	Attitude Change	British Public Address	Communication Model
Age	Attitudinal Frame of Reference	Broadcasting	Communication Network
Aggression	Audience	Business Communication	Communication Process
Aging	Audience Adaptation	Campaign Rhetoric	Communication Theory
Agitation Rhetoric	Audience Analysis	Censorship	Communicator
Agnosticism	Audiology	Century (by)	Communism
Air Pressure	Audiovisual Aids	Channel	Community Colleges
Allophones	Auditory Imagination	Character	Comparative Advantages
Ambiguity	Auditory Perception	Child Language Learning	Comparative Analysis
American Public Address	Author	Christian Rhetoric	Competence
Amplification	Authoritarianism	Civil Rights	Componential Analysis

ORIGINAL THESAURUS

Comprehension	Education	Forum	Interview
Compressed Speech	Educational Television	Foundations	Intimacy
Compromise	Educators	Freedom of Speech	Intonation
Computational Linguistics	Ego-involvement	Galvanic Skin Response (GSR)	Intrapersonal Behavior
Computer Assisted Instruction	Elaborated Code	Game Theory	Intuition
Computer Methodology	Elemental Relationship	General Semantics	Invention
Computer Programming	Elementary Education	Generative Grammar	Irony
Computer Simulation	Elocution	Gesture	Item Analysis
Concept Formation	Eloquence	Goal-directed	Jewish Rhetoric
Conclusion	Emotion	Grades	Journalism
Concrete Poetry	Emotional Content	Graduate	Journalism Criticism
Conditioning	Empathy	Grammar	Journals
Conference	Empirical Method	Graphemics	Judge
Conflict Resolution	Employee	Greek	Jury
Confrontation Rhetoric	Employer	Group Dynamics	Justice
Congressional	Encoding	Guidance	Justification
Congruity Principle	Encounter Group	Harmonic Compressor	Kindergarten
Connotative	English as a Foreign Language	Hearing	Kines
Consensus	Enthymeme	Heart Rate	Kinesics
Conservative	Entropy	Historical Analysis	Knowledge
Consonants	Enuciation	Historical Linguistics	Labor Unions
Contemporary Rhetoric	Epic	Homiletics	Laboratory
Content Analysis	Epicheireme	Horizontal Communication	Language Analysis
Counter-Attitudinal Advocacy	Epideictic Speaking	Hostility	Language Development
Court	Epistemology	Humanism	Language Learning
Creativity	Essay	Humor	Language Skills
Credibility	Ethics	Hyperbole	Latin Square
Criminal Behavior	Ethos	Hypnosis	Latitude of Acceptance, Rejection, Noncommitment
Criteria Referenced Instruction	Eurhythmics	Hypothesis Testing	Laughter
Critic	Evaluation	Identification	Law
Criticism	Evaluator	Identification Threshold	Leadership
Cross-cultural	Evangelism	Ideology	Learning
Culture	Evidence	Illusion	Learning Situation
Curriculum	Examination	Image	Lecture
Curriculum Planning	Example	Image-making	Leftist
Cybernetics	Executive	Imagery	Legal Rhetoric
D. A. (Doctor of Arts)	Exhibitionism	Imagination	Legislative
D. Ed. (Doctor of Education)	Existentialism	Imitation	Liberal
Debate	Expectancy Theory	Impression	Library
Debater	Experimental Analysis	Impromptu Speaking	Linguistics
Decision-making	Experimental Design	Inaugural address	Listenability
Decoding	Experimenter	Independent Study Program	Listener
Deduction	Expert	Indexing	Listening
Definition (from)	Exposure Theory	Induction	Literal Analogy
Deliberative Speaking	Expression	Industrial Relations	Literary Analysis
Delinquency	Extemporaneous Speaking	Inference	Literary Criticism
Delivery	Extensional Behavior	Information Overload	Literature
Democracy	Extremist Rhetoric	Information Processing	Logic
Denotative	Eye Contact	Information Retrieval	Logical Content
Descriptive Linguistics	Facial Expression	Information Systems	Logographer
Detection Threshold	Fact	Information Theory	Logos
Determinism	Family Influence	Information Speaking	Long-term Memory
Diagnosis	Fear	Innovation	Looking Behavior
Dialect	Fear Appeals	Inquiry	Loyalty
Dialectic	Federal Agencies	Instruction	M. A. (Master of Arts)
Dialectology	Feedback	Instructor	M. Ed. (Master of Education)
Dialogue	Feedforward	Instrument	Magazines
Disadvantaged Children	Fiction	Instrument Decay	Management
Discipline	Field Study	Integration	Manuscript
Discourse	Figurative Analogy	Intellectualism	Mass Communication
Discrimination	Figurative Language	Intelligibility	Mass Media
Discussion	Film	Intensional Behavior	Mathematical Model
Disposition	Film Criticism	Intensity	MBS (Mutual Broadcasting System)
Dissonance	First Language Learning	Intention	Meaning
Distraction	Fluency	Interaction	Measurement
Dogmatism	Folklore	Intercollegiate	Mediation
Dominance	Foreign Language	Intercultural	Medieval Rhetoric
Downward Communication	Foreign Language Learning	International Broadcasting	Melodrama
Dyad	Forensic Speaking	Interpersonal Behavior	Memory
Dynamism	Forensics	Interpretation	Message
Editorial	Form Class	Interpreter	

ORIGINAL THESAURUS

Message Manipulation	Persuasion	Reasoning	Simile
Metaphor	Persuasive Speaking	Recall	Simulation
Metaphysics	Pert	Receiver	Situation
Meter	Ph. D. (Doctor of Philosophy)	Recognition Threshold	Slavery
Methodology	Phenomenological	Recording	Smell
Military	Philology	Redundancy	Social Class
Minister	Philosophy	Reflective Thinking	Social Control
Minorities	Phenemes	Reform	Social Criticism
Modular	Phonemics	Reformation Rhetoric	Social Dialect
Scheduling	Phonetics	Refutation	Social Norms
Moral Discourse	Phonology	Rehabilitation	Socialism
Motivation	Phrase-Structure Rules	Reinforcement	Sociolinguistics
Multi-Media Techniques	Physical Force	Relaxation	Sociological
Multiordinality	Physiological	Relevance	Sophistry
Music	Pitch	Reliability	Sound
Myth	Playwright	Religion	Source
Nationalism	Playwriting	Remedial	Source Properties
Native Speaker	Pleasure Appeals	Renaissance Rhetoric	Southern Oratory
Nazism	Plot	Report	Space
Need for Achievement (N-Ach)	Poetics	Reporting	Speaker
Negative	Poetry	Research	Speakers
Negro	Political Bias	Resolution	Speaking
Nerves	Political Phetoric	Resources	Speech Activities
Network	Politics	Response	Speech Behavior
Neurological Inhibition	Posture	Responsibility	Speech Communication
News	Practice Teaching	Restricted Code	Speech Criticism
News Dissemination	Preacher	Retention of Information	Speech Education
News Magazines	Preaching	Reticence	Speech History
Newscaster	Prejudice	Review Technique	Speech Production
Newspaper Editor	Premise	Rhapsode	Speech Proficiency
Newspapers	Press	Rhetoric of Dissent	Speech Teacher
Noise	Pretest Sensitization	Rhetorical Analysis	Speeches
Nonfiction	Pretest-Posttest	Rhetorical Criticism	Spoonerisms
Nonfluency	Preview Technique	Rhetorical Genre	Stage Fright
Nonverbal Behavior	Primacy-Recency	Rhetorical Influence	Stagecraft
Nonverbal Code	Probability Theory	Rhetorical Movements	Standard English
Converbal Communication	Problem-solving	Rhetorical Theorists	Statistics
Novel	Production	Rhetorical Theory	Status Conferral
Objective	Professional Writing	Rhetoricians	Stereotype
Obscenity	Professor	Rhyme	Stimulus
Observation	Programmed Instruction	Rhythm	Storytelling
Observer	Programming	Rightist	Strategies
Occasional Speaking	Projection	Risk	Stratificational Grammar
Official Language	Pronunciation	Role-Playing	Stress
One-Sided vs. Two-Sided	Proof	Roman	Student
Open-mindedness	Propaganda	Romanticism	Student Protest
Operant Conditioning	Proposition	Rumor	Style
Operational Definition	Prose	Sample Size	Stylistics
Opinion	Prosody	Satire	Subjective
Opinion Change	Protest Rhetoric	Scene	Subjects for Experimentation
Opinionated Language	Proxemics	Scholar	Subliminal
Oral Communication	Psychoacoustics	Scientific Method	Supervision
Oral Interpretation	Psycholinguistics	Second Language Learning	Supporting Materials
Orator	Psychological	Secondary Education	Supra-segmental
Oratory	Psychological Set	Self-concept	Survey
Organizational	Public Address	Self-fulfilling Prophecy	Syllable Count
Organizational Communication	Public Relations	Self-reflexiveness	Syllogism
Originality	Public Speaking Parameters	Semantic Differential	Symbol
Painting	Q-Sort	Semantics	Symbolic Analysis
Paralinguistics	Qualitative Analysis	Seminar	Symbolic Process
Parents	Quantitative Analysis	Seminary	Syntax
Parliament	Questionnaire	Semiotics	Systematic Desensitization
Parliamentary Procedure	Race	Sender	T-Group
Participation	Radio	Senses	Tagmemics
Pathos	Randomized Blocks	Sensitivity Training	Task
Pause	Rank/Frequency	Sentence	Taste
Pedagogy	Rating Scale	Sermons	Teacher Training
Peer Group	Reaction Time	Sex	Teaching Methodology
Peer Instruction	Readability	Short-term Memory	Team Teaching
Perception	Reader	Sidetone	Technique
Personal Construct Theory	Readers Theatre	Sight	Telecommunications
Personality Trait	Reading	Sign	Television
Persuasibility	Realism	Signal Transmission	Television Criticism

ORIGINAL THESAURUS

Tempo	Topic	Universal Audience	Vocal Cord Transplant
Tension	Topoi	University	Voice Identification
Test	Touch	Upward Communication	Voice Transmission
Testimony	Tournament	Validity	Volume
Text	Traditional	Values	Vowels
Theme	Tragedy	Verbal Behavior	Warrant
Theology	Training	Verbal Code	Whisper
Theory	Transformational Grammar	Vernacular	Wit
Thinking	Translation	Verse	Witness
Threshold	Trust	Victorian	Words
Time	Truth	Video-Tape	Writer
TOEFLI (Test of English as a Foreign Language)	Undergraduate	Videotaping	Writing
	Undergraduate Research Program	Visual Perception	Zen
	Underwater Communication	Vocabulary	

Rotated Descriptor Display

The advantage of placing the terms in a rotated descriptor display is to show the relationship of those multiple word descriptors using the same terms that would not be evident in a traditional alphabetical sequence.

Example:

In a traditional alphabetical sequence these terms would not appear together. Sequence by first term only.

In a rotated descriptor display all multiple word headings using the same term would be found together. Sequence by each term used within a heading.

Analysis
Analysis by Synthesis
Audience Analysis
Comparative Analysis
Componential Analysis
Content Analysis
Experimental Analysis
Historical Analysis
Language Analysis
Literary Analysis
Qualitative Analysis
Quantitative Analysis
Rhetorical Analysis
Symbolic Analysis

Analysis
Analysis by Synthesis
Audience Analysis
Comparative Analysis
Componential Analysis
Content Analysis
Experimental Analysis
Historical Analysis
Language Analysis
Literary Analysis
Qualitative Analysis
Quantitative Analysis
Rhetorical Analysis
Symbolic Analysis

Behavior Modification
Criminal Behavior
Extensional Behavior
Intensional Behavior
Interpersonal Behavior
Intrapersonal Behavior
Looking Behavior
Nonverbal Behavior
Speech Behavior
Verbal Behavior

Communication Disorders
Communication Model
Communication Network
Communication Process
Communication Theory
Administrative Communication
Animal Communication
Business Communication
Downward Communication
Horizontal Communication
Mass Communication
Nonverbal Communication
Oral Communication
Organizational Communication
Speech Communication
Underwater Communication
Upward Communication

Criticism	Learning	
Film Criticism	Learning Situation	Speech Activities
Journalism Criticism	Adult Language Learning	Speech Behavior
Literary Criticism	Child Language Learning	Speech Communication
Rhetorical Criticism	First Language Learning	Speech Criticism
Social Criticism	Foreign Language Learning	Speech History
Speech Criticism	Language Learning	Speech Production
Television Criticism	Second Language Learning	Speech Proficiency
		Speech Teacher
Language Analysis	Rhetoric of Dissent	Acceptance Speech
Language Development	Agitation Rhetoric	Belief-discrepant Speech
Language Learning	Black Rhetoric	Compressed Speech
Language Skills	Campaign Rhetoric	Freedom of Speech
Acquisition of Language	Christian Rhetoric	
Adult Language	Classical Rhetoric	Theory
Child Language	Coercive Rhetoric	Balance Theory
English as a Foreign Language	Confrontation Rhetoric	Communication Theory
Official Language	Contemporary Rhetoric	Expectancy Theory
Figurative Language	Extremist Rhetoric	Exposure Theory
First Language	Legal Rhetoric	Game Theory
Foreign Language	Medieval Rhetoric	Information Theory
Foreign Language Learning	Political Rhetoric	Personal Construct Theory
Opinionated Language	Protest Rhetoric	Probability Theory
Second Language	Reformation Rhetoric	Rhetorical Theory
	Renaissance Rhetoric	

NEW TERMS ADDED

Academic Communication	Communication Strategy(ies)	Interpersonal Attraction	Regulation of Mass Media
Academic Freedom	Conventions	Interpersonal Influence	Remedial Communication
Accountability	Criteria Case	Internship-Externship Programs	Research Methodology
Administration	Criterion-Referenced Measurement	Interviewing	Rhetoric
Affirmative Action	Disadvantaged Students	Job Satisfaction	Secondary School
American Indian Culture	Dyadic Communication	Legend	Selective Exposure
Attitude Instability	Elementary School	Linguistic Communities	Selective Perception
Attitudinal Inherency Case	Equivocation	Machiavellianism	Self-disclosure
Basic Speech Course	Forensics-Research Materials	Media Criticism	Small Group Communication
Belief-Discrepant Information	General Systems Theory	Metacommunication	Social Change
Campaign Communication	Graduate Education	Middle School	Social Judgement
Career Education	Group Satisfaction	Neurophysiological/ Biological Processes	Source Credibility
Chamber Theatre	Hermeneutics	Nomenclature	Speech Communication
Collective Bargaining	Higher Education	Phonetic Symbolism	Profession
College & University	Historical Rhetoric	Psychophysiological Processes	Teacher Certification
Communication and (any term)	Hypnosis	Public Opinion	Training Program
Communication of	Individualized Instruction	Public Speaking	Two Step Flow
Communication in	Information Seeking	Radio Criticism	Visual Aids
Communication Apprehension	Innoculation Theory		

THESAURUS CHANGES

NEW THESAURUS TERMS		ORIGINAL THESAURUS TERMS
Communication Education	for	Speech Education
Rhetorical Analysis & Criticism will be subdivided by country and historical period.	for	Rhetorical Analysis and Rhetorical Criticism
Small Group Communication	for	Group Dynamics

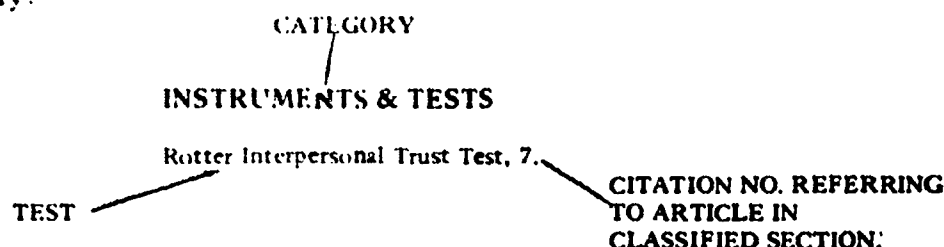
Name-in-Text Index

An experimental index, which lists all the important proper names cited within articles. This includes names of individuals (both historical and contemporary), titles of published works, institutions (educational, government, etc.), committees, commissions, programs and research methodologies described or used by the author.

Names cited in this section will be listed under the following categories:

Individuals
Organizations, Associations, Government Agencies, etc.
Instruments & Tests
Titles (books, articles, movies, plays)
Educational Institutions
Miscellaneous

Example of a Name-in-Text Entry:



Relationship to the Subject Index

The Subject Index includes only those proper names that are considered as one of the main topics of the article, while the Name-in-Text Index will cite many minor names which play a relevant part within the articles, but cannot be considered the subject.

NAMES	ORGANIZATIONS, ASSOCIATIONS, & GOVERNMENT AGENCIES	TITLES
Berne, Eric, 80. Burke, Kenneth, 153.		All in the Family, 174.
James, Henry, 284. Johnson, Lyndon, 120.	National Council for the Accreditation of Teacher Education, 250.	Bleak House (1852-53). Charles Dickens, 284.
Kelly, George A., 77.	Federal Communication Commission, 183.	Civil Disobediance, 130.
Madison, James, 120. Marx, Karl, 157.	INSTRUMENTS & TESTS	De differentiis topicis. Boethius, 152.
McKinley, William, 120.	Communication Fear Scale (CFS), 73. Crockett's Role Category Questionnaire, 81.	Firing Line, 144.
O'Haire, Murray, 144.	Flanders System of Interaction Analysis, 224.	Games People Play. Eric Berne, 80.
Perelman, Chaim, 212. Polk, James, 120.	Galvanic Skin Response, 74.	Switchback Trails for More than Two Treatments. H. L. Lucas. Journal of Dairy Science 39: 1956. Pages 146-154. 65.
Richard, I.A., 153. Roosevelt, Franklin D., 120.	Interpersonal Construct Differentiation Inventory, 81.	The Next Time. Henry James, 284.
Truman, Harry, 120.	Kruskal-Wallis one-way analysis, 224.	A Theory of Personality: The Psychology of Personal Constructs, George A. Kelly, 77.
Wilson, Woodrow, 120.	Likert Scale, 205. Likert-type scales, 85.	The Uses of Argument. Steven Toulmin, 212.
	McCroskey's Personal Report of Public Speaking Anxiety (PRPSA), 71.	Xerox listening program, 238.
	Price six-factor speech performance rating scale, 245.	
	Spielberger Trait Anxiety Scale, 73.	
	Tavistock Model of Group Relations, 150. Type Token Ratios, 139, 196. Taylor Manifest Anxiety Scale (TMAS), 73.	
	Zuckerman Affect Adjective Checklist, 73.	

Book and Media Reviews

This section includes reviews of books and media materials listed in the indexed journals. Currently none of these journals are indexed by the standard book review sources.

For additional reviews consult the following sources:

1. Book Review Digest. New York, N. W. Wilson. 1905- . 10 issues per year with annual cumulation. Look under author's name or use "Subject & Title Index."
2. Book Review Index. Detroit, Gale Research Company. 1965-1968. 1972- . Bi-monthly with cumulations and annual cumulation. Look under author's name.

Arrangement of Book & Media Reviews

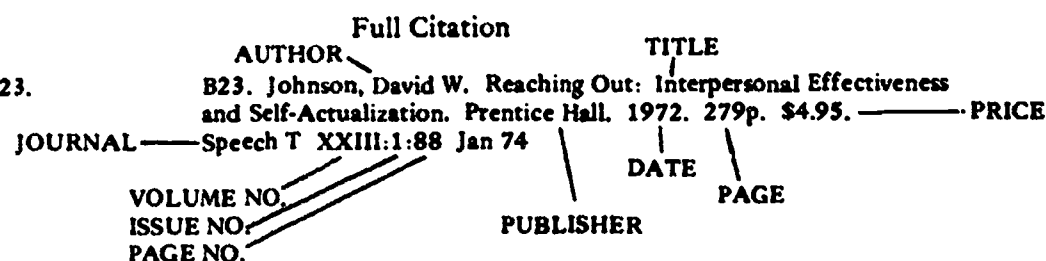
The full citation of materials and location of reviews are arranged by surname of the author. If an author entry is not available, arrangement will be by title or a collective body considered to be the author.

Subject Guide: A general guide to the subject content of both books and media reviews. Subject headings are followed by a number referring to the citation of the item and the review.

EXAMPLE OF A REVIEW AND SUBJECT GUIDE ENTRY:

Subject Guide

Interpersonal Communication, B23.



Book & Media Reviews

1. Abercrombie, David. Studies in Phonetics & Linguistics. Oxford Univ. Press. n.d.
Speech & Drama 23:2:27-28 Sum 74

2. Ahnne, Marlene, & Sara Burgess. SOS. A Communication Text With a Message. Glencoe Press. 1973. 418p. \$7.80.
Speech T XXIII:2:179-180 March 74

3. Allen, Don. The Electric Humanities. George H. Pflaum. 1971. 276p. \$3.95.
J Comm 24:1:122-125 Wint 74

4. Aly, Bower, & Lucile Folse Aly. A Rhetoric of Public Speaking. McGraw-Hill Book Co. 1973. 367p. \$7.95.
Speech T XXIII:2:176-177 March 74

5. Anderson, Virgil. Training the Speaking Voice. Oxford Univ. Press (N.Y.). n.d.
Speech & Drama 23:2:29-30 Sum 74

6. Applebaum, Ronald L., et al. Fundamental Concepts in Human Communication. Canfield Press. Harper & Row. 1973. 240p. \$6.50.
QJS 60:3:390-391 Oct 74
Speech T XXIII:2:179-180 March 74

7. Arnold, Carroll C. Criticism of Oral Rhetoric. Charles E. Merrill. 1974. 401p. \$10.95.
QJS 60:3:386-387 Oct 74
Tod Sp 22:3:39-44 Sum 74

8. Aronson, James. Deadline for the Media. Bobbs-Merrill Co. 1972. 327p. \$8.95.
J Comm 24:1:134-135 Wint 74

9. Austin, Alan. Black Box. The New Classroom. 1972. \$20.00 for 6 issues, institutions, \$50.00; single copies, \$5.00. Two cassette tapes per issue.
Speech T XXIII:2:174-175 March 74

10. Ayer, A. J. Probability & Evidence. Columbia Univ. Press. 1972. 144p. \$6.00.
Phil & Rhet 7:2:129-132 Spr 74

11. Bailey, Larry J. & Ronald W. Stadt. Career Education: New Approaches to Human Development. McNight. 1973. 430p. \$8.95.
RQ 13:4:371-372 Spr 74

12. Barfield, Owen. Speaker's Meaning. Wesleyan Univ. Press. 1967. 118p. \$5.00.
Phil & Rhet 7:2:115-118 Spr 74

13. Beal, J. David. Cinecraft. Focal Press. n.d.
Speech & Drama 23:2:41-42 Sum 74

14. Beishon, John, Peter Zorkoczy, & John Sparks. The Human Component ... and Speech, Communication and Coding. Open University. n.d.
Speech & Drama 23:2:27 Sum 74

15. Berger, Arthur Asa. Pop Culture. Pflaum-Standard. 1973. 192p. \$3.65.
J Comm 24:1:139-141 Wint 74

16. Bernhard, Winfred E. A. ed., Political Parties in American History: Vol. I, 1789-1828. G. P. Putnam's Sons. 1973. 479p. \$8.95.
QJS 60:3:385-386 Oct 74

17. Birdwhistell, Ray L. Kinesics and Context: Essays on Body Motion Communication. Univ. of Pennsylvania Press. 1970. 338p. \$1.95.
J Comm 24:1:127-130 Wint 74

18. Bonadio, Felice A., ed. Political Parties in American History: Vol. 2, 1828-1890. G. P. Putnam's Sons. 1974. 462p. \$8.95.
QJS 60:3:385-386 Oct 74

19. Bormann, Ernest, & Nancy C. Borman. *Speech Communication: An Interpersonal Approach*. Harper & Row. 1972. 281p. \$4.50.
Nevada Comm II:1:54-55 Spr 74
SSCJ XL:1:104-105 Fall 74
Speech T XXIII:2:179-180 March 74
20. Bower, Robert T. *Television & the Public*. Holt, Rinehart & Winston. 1973. 205p.
J Comm 24:1:141-142 Wint 74
21. Braden, Waldo W. *Representative American Speeches: 1972-1973*. H. W. Wilson Co. 1973. 208p. \$4.50.
QJS 60:2:246-247 April 74
SSCJ XXXIX:4:414-415 Sum 74
22. Brock, Bernard L., et al. *Public Policy Decision-Making: Systems Analysis & Comparative Analysis Debate*. Harper & Row. 1973. 176p. \$3.50.
QJS 60:3:394 Oct 74
Speech T XXIII:2:177-178 March 74
23. Brooks, Deems M. *Speech Communication Instruction*. David McKay Co. 1972. 367p. \$4.95.
J Comm 24:1:132-134 Wint 74
24. Brooks, William D., & Gustav W. Friedrich. *Teaching Speech Communication in the Secondary School*. Houghton Mifflin Co. 1973. 353p. \$9.50.
Speech T XXIII:2:181 March 74
25. Brown, Charles T., & Charles Van Riper. *Communication in Human Relationships*. National Textbook Co. 1973. 229p. \$4.75.
Speech T XXIII:2:179-180 March 74
26. Brown, Charles T., & Paul W. Keller. *Monologue to Dialogue*. Prentice-Hall. 1973. 223p. \$7.50 & \$5.95.
Speech T XXIII:2:179-180 March 74
27. Bruns, Gerald L. *Modern Poetry & the Idea of Language: A Critical & Historical Study*. Yale Univ. Press. 1974. 300p. \$12.50.
QJS 60:3:400-401 Oct 74
28. Bryant, Donald C. *Rhetorical Dimensions in Criticism*. Louisiana State Univ. Press. 1973. 145p. \$5.95.
Phil & Rhet 7:4:253-267 Fall 74
SSCJ XXXIX:4:408-409 Sum 74
Today's Sp 22:3:49-50 Sum 74
29. Budd, Richard W., & Brent D. Ruben. *Approaches to Human Communication*. Spartan. 1972. 464p. \$10.00.
J Comm 24:1:118-120 Wint 74
30. Bulwer, John. *Chirologia ... Chironomia*. Southern Illinois Univ. Press. 1974. 250p. \$19.50.
QJS 60:3:389 Oct 74
31. Carney, T. F. *Content Analysis: A Technique for Systematic Inference From Communications*. Univ. of Manitoba Press. 1972. 343p.
J Comm 24:2:180-181 Spr 74
32. Carpenter, Edmund. *Oh, What A Blow That Phantom Gave Me*. Holt, Rinehart & Winston. 1973. 192p. \$5.95.
J Comm 24:1:135-137 Wint 74
33. Casimir, Fred L. *Interaction: An Introduction to Speech Communication*. Charles E. Merrill. Pub Co. 1974. 211p.
Nevada Comm II:1:53-54 Spr 74
34. Chatman, Seymour. *Approaches to Poetics*. Columbia Univ. Press. 1973. 184p. \$7.50.
QJS 60:2:254-255 April 74
35. Corder, Jim W. *Uses of Rhetoric*. J. B. Lippincott Co. 1971. 230p. \$5.95.
Phil & Rhet 7:3:197-199 Sum 74
36. Cummings, e. e. *Poems*. Faber & Faber (G. B.). n.d.
Speech & Drama 23:2:30-31 Sum 74
37. De Pauw, Linda Grant, Charlene Bangs Bickford & Lavonne Marlene Siegal. *Documentary History of the First Federal Congress of the United States of America, March 4, 1789-March 3, 1791, Vol. I: Senate Legislative Journal*. The Johns Hopkins Univ. Press. 1972. 774p. \$22.50.
QJS 60:2:240-241 April 74
38. DeStefano, Johanna S. *Language, Society & Education: A Profile of Black English*. Charles A. Jones Publishing Co. 1973. 236p. \$11.95.
QJS 60:2:260-261 April 74
39. DeVito, Joseph A. *Language: Concepts & Processes*. Prentice-Hall. 1973. 307p. \$8.95 hard cover. \$4.95 paper.
Speech T XXIII:2:180-181 March 74
40. Dick, Robert. *Argumentation & Rational Debating*. Wm. C. Brown. 1972. 109p.
Nevada Comm II:1:52-53 Spr 74
41. Dickens, Milton, & James H. McBath. *Guidebook for Speech Communication*. Harcourt Brace Javanovich, Inc. 1973. 183p. \$3.95.
QJS 60:3:393-394 Oct 74
42. Dondis, Donis A. *A Primer of Visual Literacy*. MIT Press. 1973. 185p. \$9.95.
J Comm 24:1:126-127 Wint 74
43. Durrell, Lawrence. *Vega & Other Poems*. Faber & Faber (G. B.). n.d.
Speech & Drama 23:2:30-31 Sum 74
44. Davis, Kenneth S. *FDR: The Beckoning of Destiny*. G. P. Putnam's Sons. 1972. 936p. \$15.00.
Today's Sp 22:3:50-51 Sum 74
45. Eapen, K. E. *The Media & Development*. J. A. Kavanaugh & Sons Ltd. 1973. 83p.
J Comm 24:1:141 Wint 74
46. Elliott, Philip. *The Making of a Television Series: A Case Study in the Sociology of Culture*. Hastings House. 1973. 180p. \$6.95.
QJS 60:2:263-264 April 74
47. Epstein, Edward J. *News From Nowhere: Television and the News*. Random House. 1973. 321p. \$7.95.
J Comm 24:2:176-178 Spring 74
48. Erickson, Don H. V. *Armstrong's Fight for FM Broadcasting: One Man vs Big Business & Bureaucracy*. The Univ. of Alabama Press. 1973. 226p. \$7.75.
QJS 60:3:396-397 Oct 74
49. Fausti, Remo P., & Edward L. McGlone. *Understanding Oral Communication*. Cummings Publishing Co. 1972. 216p. \$6.97.
SSCJ XXXIX:4:410-412 Sum 74
50. Felber, Stanley B., & Arthur Koch. *What Did You Say?* Prentice-Hall. 1973. 260p. \$4.95.
Speech T XXIII:2:176-177 March 74
51. Fielding, Raymond. *The American Newsreel 1911-1967*. Univ. of Oklahoma Press. 1972. 392p. \$9.95.
J Comm 24:2:183-184 Spr 74
52. Firth, Raymond. *Symbols: Public & Private*. Cornell Univ. Press. 1973. 469p. \$16.50.
QJS 60:3:401-402 Oct 74
53. Fisher, B. Aubrey. *Small Group Decision-Making: Communication and the Group Process*. McGraw-Hill Book Co. 1974. 264p. \$8.95.
QJS 60:3:381-382 Oct 74
54. Gerbner, George, Larry P. Gross & William H. Melody. *Communications Technology and Social Policy: Understanding the New "Cultural Revolution"*. John Wiley. 1973. 57p.
Comm Rev 1:3:309-336 July 74
55. Goldhaber, Gerald M. *Organizational Communication*. Wm. C. Brown Co. 1974. 201p. Instructor's Guide \$8.95.
Today's Sp 22:3:52-53 Sum 74
56. Gordon, Morton J. *Speech Improvement*. Prentice-Hall. 1974. 457p. \$11.95.
SSCJ XL:1:110-111 Fall 74
57. Gouran, Dennis S. *Discussion: The Process of Group Decision-Making*. Harper & Row. 1974. 199p. \$8.00.
QJS 60:3:381-382 Oct 74
58. Gunn, Thom. *My Sad Captains*. Faber & Faber (G. B.). n.d.
Speech & Drama 23:2:30-31 Sum 74
59. Gunn, Thom. *Positives*. Faber & Faber (G. B.). 1966.
Speech & Drama 23:2:31-32 Sum 74

61. Gunn, Thom. *Touch*. Faber & Faber (G. B.). n.d.
Speech & Drama 23:2:30-31 Sum 74
62. Harding, H. F. *The Speeches of Thucydides*. Coronado Press. 1973. 373p. \$6.00.
QJS 60:3:387-389 Oct 74
Today's Sp 22:3:54-55 Sum 74
63. Harris, Fred R. *The New Populism*. Saturday Review Press. 1973. 209p. \$6.95.
QJS 60:2:246 April 74
64. Harrison, Barbara Grizzuti. *Unlearning the Lie: Sexism in School*. Liveright. 1973. 176p. \$6.95.
QJS 60:2:248-249 April 74
65. Hart, Gary Warren. *Right From the Start: A Chronicle of the McGovern Campaign*. Quadrangle Books. 1973. QJS 60:2:245-246 April 74
66. Haynes, Renee. *The Hidden Springs: An Enquiry Into Extra-Sensory Perception*. Little, Brown. 1972. 264p. \$7.95.
J Comm 24:2:181-183 Spr 74
67. Heintz, Ann Christine, M. Lawrence Reuter, & Elizabeth Conley. *Mass Media: A Worktext in the Processes of Modern Communication*. Loyola Univ. Press. 1972. 240p. \$3.20.
J Comm 24:2:184-185 Spr 74
Speech T XXIII:2:181-182 March 74
68. Holst, Imogen. *Holst*. Faber (G. B.). n.d.
Speech & Drama 23:2:36 Sum 74
69. Hopper, Robert, & Rita C. Naremore. *Children's Speech: A Practical Introduction to Communication Development*. Harper & Row. 1973. 140p. \$2.95.
QJS 60:2:261-262 April 74
70. Hernadi, Paul. *Beyond Genre*. Cornell Univ. Press. 1972. 224p. \$9.50.
Phil & Rhet 7:2:101-103 Spr 74
71. Holland, DeWitte, ed. *America in Controversy: History of American Public Address*. Wm. C. Brown. 1973. 458p. \$8.95.
SSCJ XL:1:107-109 Fall 74
72. Israel, Joachim & Henri Tajfel. *The Context of Social Psychology*. Academic Press. 1972. 438p. \$18.50.
Phil & Rhet 7:2:98-101 Spr 74
73. Johnson, Wendell, & Dorothy Moeller. *Living With Change: The Semantics of Coping*. Harper & Row. 1972. 214p.
J Comm 24:2:171-172 Spr 74
74. Keesey, Ray E. *Modern Parliamentary Procedure*. Houghton-Mifflin Co. 1974. 190p. \$4.95.
Indiana N 8:2:23-26 April 74
SSCJ XXXIX:4:413-414 Sum 74
75. Kele, Max H. *Nazis and Workers: National Socialist Appeals to German Labor, 1919-1933*. Univ. of North Carolina Press. 1972. 243p. \$9.50.
QJS 60:2:250 April 74
76. Kellner, Helga, & Imme Horn. *Gewalt im Fernsehen: Literaturbericht über Medienwirkungsforschung*. Universitätsdruckerei Mainz GmbH. 1971.
J Comm 24:1:137 Wint 74
77. Kennedy, J.F.K. & Richard M. Nixon. *Kennedy/Nixon: Face to Face, I, II, III & IV*. Center for Cassette Studies, Inc. n.d. \$12.95 each. Approx. 60 minutes each.
Speech T XXIII:2:175-176 March 74
78. Kennedy, Robert F. *The Funeral of Robert F. Kennedy, I & II*. Center for Cassette Studies, Inc. n.d. \$15.95 each. Approx. 120 minutes.
Speech T XXIII:2:175 March 74
79. Labov, William. *Language in the Inner City: Studies in the Black English Vernacular*. Univ. of Penn. Press. 1973. 412p. \$6.95.
QJS 60:2:260-261 April 74
80. Langford, M.J. *Visual Aids & Photography in Education*. Focal Press. n.d.
Speech & Drama 23:2:39-40 Sum 74
81. Larkin, Philip. *The North Ship*. Faber & Faber (G.B.). n.d.
Speech & Drama 23:2:30-31 Sum 74
82. Larson, Charles U. *Persuasion: Reception & Responsibility*. Wadsworth Pub. Co. 1973. 253p. \$8.50.
QJS 60:3:391-392 Oct 74
83. LaRusso, Dominic A. *Concepts & Skills of Oral Communication*. 2nd Edition. Wm. C. Brown Co. 1973. 130p. \$2.50.
Speech T XXIII:2:176-177 March 74
84. Lawson, John, ed. *Lectures Concerning Oratory*. Southern Illinois Univ. Press. 1972. 457p. \$15.00.
SSCJ XL:1:109-110 Fall
85. Le Duc, Don R. *Cable Television and the FCC: A Crisis in Media Control*. Temple Univ. Press. 1973. 289p. \$10.00.
QJS 60:3:397 Oct 74
86. LeVine, Robert A. *Culture, Behavior & Personality*. Aldine Pub. Co. 1973. 319p. \$12.50.
Phil & Rhet 7:2:98-101 Spr 74
87. Lieberman, Morton A., Irvin D. Yalom & Matthew B. Miles. *Encounter Groups: First Facts*. Basic Books, Inc. 1973. 495p. \$15.00.
QJS 60:2:256-258 April 74
88. Liebert, Robert M., John M. Neale, & Emily S. Davidson. *The Early Window: Effects of Television on Children & Youth*. Pergamon Press. 1973.
J. Comm 24:2:178-180 Spr 74
89. Lin, Julia. *Modern Chinese Poetry*. Allen & Unwin. n.d.
Speech & Drama 23:2:32 Sum 74
90. Lin, Nan. *The Study of Human Communication*. Bobbs-Merrill. 1973. 247p. \$3.25.
J Comm 24:1:120-122 Wint 74
91. Link, Arthur S., ed. *The Papers of Woodrow Wilson: Vol. 17, 1907-1908*. Princeton Univ. Press. 1974. 647p. \$22.50.
QJS 60:3:384-385 Oct 74
92. Lionel, Ruby, & Robert E. Yarber. *The Art of Making Sense*. 3rd ed. J. B. Lippincott Co. 1974. 185p. \$2.95.
Indiana N 8:3:18-20 Sept 74
93. Littell, Joseph Fletcher. *Coping with the Mass Media*. McDougal Littell & Co. 1972. 157p. \$2.67.
Speech T XXIII:2:181-182 March 74
94. Lyle, Garry. *Broadcasting*. Bastsford. n.d.
Speech & Drama 23:2:40 Sum 74
95. MacCarthy, Peter. *Talking of Speaking*. Oxford Univ. Press. n.d.
Speech & Drama 23:2:27-28 Sum 74
96. Mackey, Louis. *Kierkegaard: A Kind of Poet*. Univ. of Penn. Press. 1971. 327p. \$12.50.
Phil & Rhet 7:2:123-124 Spr 74
97. Macksoud, S. John. *Other Illusions: Inquiries Toward A Rhetorical Theory*. S. John Macksoud. 1973. 95p. \$2.50.
Phil & Rhet 7:2:113-115 Spr 74
98. Makay, John J., & Thomas C. Sawyer. *Speech Communication Now!* Charles E. Merrill Pub. Co. 1973. 325p. \$7.95.
Speech T XXIII:2:176-177 March 74
QJS 60:3:393-394 Oct 74
99. Makay, John J. *Exploration in Speech Communication*. Charles E. Merrill Pub. Co. 1973. 387p. \$4.95.
QJS 60:3:393-394 Oct 74
100. Media and the First Amendment in a Free Society. *The Georgetown Law Journal*. Foreword by Osmond K. Fraenkel; introductions by Walter Cronkite, Senator Sam Ervin, and Reuben Frank. Univ. of Mass. Press. 1973. 338p. \$12.00.
QJS 60:3:399-400 Oct 74
101. Merrill, John C., & Ralph L. Lowenstein. *Media, Messages and Men: New Perspectives in Communication*. David McKay & Co., Inc. 1971. 293p. \$3.95.
J Comm 24:1:130-132 Wint 74
102. Miller, George A., ed. *Communication, Language & Meaning: Psychological Perspectives*. Basic Books, Inc. 1973. 304p. \$8.95.
QJS 60:3:390 Oct 74

103. Miller, Gerald R., & Michael Burgoon. *New Techniques of Persuasion*. Harper & Row. 1973. 115p. \$2.50.
J Comm 24:1:125-126 Wint 74
Speech T XXIII:2:177 March 74
104. Millerson, Gerald. *Basic TV Staging*. Focal Press. n.d.
Speech & Drama 23:2:42 Sum 74
105. Millerson, Gerald. *TV Camera Operation*. Focal Press. n.d.
Speech & Drama 23:2:42 Sum 74
106. Minifie, Fred D., Thomas J. Hixon, & Frederick Williams. *Normal Aspects of Speech, Hearing & Language*. Prentice-Hall. 1973. 509p. \$12.95.
QJS 60:2:258-259 April 74
107. Minow, Newton N., John B. Martin, & Lee M. Mitchell. *Presidential Television (A Twentieth Century Fund Report)*. Basic Books. 1973. 232p. \$8.95.
J Comm 24:2:169-171 Spr 74
108. Mittins, Salu, Edminson, Coyne. *Attitudes to English Usage*. Oxford Univ. Press. n.d.
Speech & Drama 23:2:27-28 Sum 74
109. Moquin, Wayne & Charles Van Doren. *Great Documents in American Indian History*. Praeger Publishers. 1973. 416p. \$13.50 & \$4.95.
QJS 60:2:247-248 April 74
110. Morrison, Malcolm. *Voice & Speech*. Litho Arts Ltd. 1973.
Speech & Drama 23:2:36 Sum 74
111. Mortensen, C. David, & Kenneth K. Sereno. *Advances in Communication Research*. Harper & Row. 1973. 425p. \$9.95.
QJS 60:2:256 April 74
112. Mount, Ferdinand. *The Theatre of Politics*. Schocken Books. 1973. 276p. \$7.95.
QJS 60:2:250-251 April 74
113. Murphy, Paul L., ed. *Political Parties in American History*. Vol. 3, 1890-Present. G. P. Putnam's Sons. 1974. 379p. \$8.95.
QJS 60:3:385-386 Oct 74
114. McGinness, Arthur E. *Henry Home, Lord Kames*. Twayne Publishers, Inc. 1970. 160p. \$4.50.
Phil & Rhet 7:2:107-108 Spr 74
115. McGlom, Edward L., & Remo P. Fausti. *Introductory Readings in Oral Communication*. Cummings Publishing Co. 1972. 322p. \$3.95.
SSCJ XXXIX:4:410-412 Sum 74
116. Novak, Michael. *Choosing Our King: Powerful Symbols in Presidential Politics*. Macmillan Pub. Co. 1974. 324p. \$7.95.
QJS 60:3:382-383 Oct 74
117. Nye, Robert D. *Conflict Among Humans*. Springer Pub. Co. Inc. 1973. 205p. \$7.50 hard cover. \$4.50 paper.
J Comm 24:2:190 Spr 74
118. Pace, Wayne, & Robert R. Boren. *The Human Transaction*. Scott, Foresman & Co. 1973. 398p. \$4.95.
Speech T XXIII:2:179-180 March 74
119. Parsons, C. J. *Theses and Project Work*. Allen and Unwin. n.d.
Speech & Drama 23:2:40 Sum 74
120. Patten, Bobby R., & Kim Griffin. *Problem-Solving Group Interaction*. Harper & Row. 1973. 264p. \$4.95.
QJS 60:3:381-382 Oct 74
121. Patton, Bobby R., & Kim Griffin. *Interpersonal Communication: Basic Text and Readings*. Harper & Row. 1974. 497p. \$7.95.
SSCJ XL:1:104-105 Fall 74
122. Payne, Robert. *The Great Man: A Portrait of Winston Churchill*. Coward, McCann & Geoghegan, Inc. 1974. 416p. \$10.95.
QJS 60:3:383-384 Oct 74
123. Pells, Richard H. *Radical Visions & American Dreams: Culture and Social Thought in the Depression Years*. Harper & Row. 1973. 424p. \$12.50.
QJS 60:2:243-244 April 74
124. Phillips, Gerald M. *Communication and the Small Group*. Bobbs-Merrill. 1973. 180p. \$1.95.
Speech T XXIII:2:180 March 74
125. Pitken, Hanna Fenichel. *The Concept of Representation*. Univ. of Calif. Press. 1972. 323p. \$3.65.
Phil & Rhet 7:2:128-129 Spr 74
126. Price, Monroe, & John Wicklein. *Cable Television: A Guide for Citizen Action*. Pilgrim Press. 1972. 112p. \$2.95.
J Comm 24:2:187-188 Spr 74
127. Probert, Walter. *Law, Language and Communications*. Charles C. Thomas. 1972. 376p. \$13.50.
Phil & Rhet 7:2:103-105 Spr 74
128. Rabkin, Richard. *Inner & Outer Space: Introduction to a Theory of Social Psychiatry*. W. W. Norton. 1970. 215p. \$7.50.
Phil & Rhet 7:2:105-107 Spr 74
129. Reed, John Shelton. *The Enduring South: Subcultural Persistence in Mass Society*. D. C. Heath & Co. 1972. 135p. \$8.50.
QJS 60:2:242 April 74
130. Rein, Irving J. *Rudy's Red Wagon: Communication Strategies in Contemporary Society*. Foresman & Co. 1972. 160p. \$3.25.
SSJC XXXIX:4:409-410 Sum 74
131. Robbins, J. Albert. *American Literary Scholarship: An Annual/1971*. Duke Univ. Press. 1973. 418p. \$8.75.
QJS 60:2:255-256 April 74
132. Rogers, Everett M. *Communication Strategies for Family Planning*. The Free Press. 1973. 451p. \$12.95.
J Comm 24:2:174-176 Spr 74
133. Rosenfeld, Lawrence B. *Human Interaction in the Small Group Setting*. Charles E. Merrill. 1973. 248p. \$7.95.
Speech T XXIII:2:180 March 74
134. Ross, Raymond S. *Persuasion: Communication & Interpersonal Relations*. Prentice-Hall. 1974. 277p. \$8.50.
QJS 60:3:391-392 Oct 74
135. Ruether, Rosemary Radford. *Gregory of Nazianzus: Rhetor & Philosopher*. Oxford Univ. Press. 1969. 184p. \$5.50.
Phil & Rhet 7:2:111-113 Spr 74
136. Samovar, Larry A., & Jack Mills. *Oral Communication: Message & Response*. Wm. C. Brown. 1972. 242p. \$4.50.
Speech T XXIII:2:178 March 74
137. Samovar, Larry A., & Richard E. Porter. *Intercultural Communication: A Reader*. Wadsworth Pub. Co., Inc. 1972. 344p. \$5.50.
QJS 60:2:251-252 April 74
138. Sarno, Martha Taylor. *Aphasia: Selected Readings*. Appleton-Century-Crofts. 1972. 491p. \$14.95.
QJS 60:2:259-260 April 74
139. Schiller, Herbert I. *The Mind Manager*. Beacon Press. 1973. 191p. \$9.95.
J Comm 24:2:172-174 Spr 74
140. Schramm, Wilbur. *Men, Messages & Media: A Look at Human Communication*. Harper & Row. 1973. 341p. \$3.95.
J Comm 24:2:189 Spr 74
QJS 60:2:262-263 April 74
141. Schwartz, Barry N., ed. *Human Connection and the New Media*. Prentice-Hall, Spectrum Books. 1973. 179p. \$2.45.
J Comm 24:2:186-187 Spr 74
142. Scott, Robert L., & Bernard L. Brock. *Methods of Rhetorical Criticism: A 20th Century Perspective*. Harper & Row. 1972. 430p. \$9.95.
SSCJ XXXIX:4:416-417 Sum 74
143. Servan-Schreiber, Jean-Louis. *The Power to Inform: Media: The Information Business*. McGraw-Hill Book Co. 1974. 297p. \$9.95.
QJS 60:3:398-399 Oct 74
144. Shrope, Wayne Austin. *Experiences in Communication*. Harcourt Brace Javanovich, Inc. 1974. 273p.
Nevada Comm 11:1:53-54 Spr 74

145. Sider, Robert Dick. *Ancient Rhetoric and the Art of Tertullian*. Oxford Univ. Press. 171. 142p. \$8.00. *Phil & Rhet* 7:2:108-109 Spr 74

146. Smith, Anthony. *The Shadow in the Cave: The Broadcaster, His Audience, and the State*. Univ. of Illinois Press. 1974. 351p. \$8.95. *QJS* 60:3:397-398 Oct 74

147. Smith, Arthur L. *Transracial Communication*. Prentice-Hall. 1973. 152p. \$6.95 hard cover. \$3.50 paper. *QJS* 60:2:260-261 April 74

148. de Sola Pool, Ithiel, Frederick W. Frey, Wilbur Schramm, et al., eds. *Handbook of Communication*. Rand McNally College Pub. Co. 1973. 1011p. \$25.00. *Today's Sp* 22:3:53-54 Sum 74

149. Spiller, Robert E., & Wallace E. Williams. *The Early Lectures of Ralph Waldo Emerson: Vol. 3, 1828-1842*. The Belknap Press of Harvard Univ. 1972. 590p. \$20.00. *QJS* 60:2:244-245 April 74

150. Staebler, Warren. *Ralph Waldo Emerson*. Twayne Publishers Inc. 1973. 268p. \$5.95. *QJS* 60:2:244 April 74

151. Steiner, Nancy H. *A Closer Look at Ariel*. Faber & Faber (G. B.). 1974. *Speech & Drama* 23:2:33 Sum 74

152. Stewart, Charles J., Donovan J. Ochs, Gerald P. Mohrmann, eds. *Explorations in Rhetorical Criticism*. Penn State Univ. Press. 1973. 245p. \$10.95. *Phil & Rhet* 7:3:190-197 Sum 74

153. Stewart, John. *Bridges Not Walls: A Book About Interpersonal Communication*. Addison-Wesley Pub. Co. 1973. 302p. \$4.50. *J Comm* 24:1:138-139 Wint 74

154. Stogdill, Ralph M. *Handbook of Leadership: A Survey of Research & Theory*. The Free Press. 1974. 613p. \$19.95. *QJS* 60:3:376-380 Oct 74

155. Strevens, P. D. *Five Inaugural Lectures*. Oxford Univ. Press. n.d. *Speech & Drama* 23:2:27-28 Sum 74

156. Susman, Warren. *Culture & Commitment 1929-1945*. George Braziller. 1973. 372p. \$7.50 hard cover. \$3.95 paper. *QJS* 60:2:241-242 April 74

157. Swain, Marshall. *Induction, Acceptance and Rational Belief*. Humanities Press. 1970. 234p. \$13.50. *Phil & Rhet* 7:2:109-111 Spr 74

158. Swingle, Paul G., ed. *Social Psychology in Natural Settings: A Reader in Field Experimentation*. Aldine Pub. Co. 1973. 335p. \$12.50. *J Comm* 24:2:189-190 Spr 74

159. Tough, Joan. *Focus on Meaning: Talking to Some Purpose with Young Children*. Unwin Education Books. n.d. *Speech & Drama* 23:2:33-34 Sum 74

160. Trataglia, Philip. *Problems in the Construction of a Natural Language*. Mouton. 1972. 252p. *Phil & Rhet* 7:2:124-127 Spr 74

161. Tucker. *Teaching English in the Middle Years*. Ward Lock. n.d. *Speech & Drama* 23:2:40 Sum 74

162. Vandamme, Fernand J. *Simulation of Natural Language*. Mouton. 1972. 228p. *Phil & Rhet* 7:2:124-127 Spr 74

163. Van Vuuren, Nancy. *The Subversion of women as Practiced by Churches, Witch-Hunters and Other Sexists*. The Westminster Press. 1973. 190p. \$5.95. *QJS* 60:2:249-250 April 74

164. Verderber, Rudolph F. *The Challenge of Effective Speaking*. 2nd edition. Wadsworth Pub. Co. 1973. 279p. \$5.95. *Speech T* XXIII:2:176-177 March 74

165. Voelker, Francis, & Ludmilla Voelker, eds. *Mass Media Forces in Society*. Harcourt Brace Jovanovich. 1972. 395p. \$5.35. *Today's Sp* 22:3:51-52 Sum 74

166. Waston, P. C., & P. N. Johnson. *Psychology of Reasoning: Structure & Content*. Harvard Univ. Press. 1972. 264p. *Phil & Rhet* 7:3:193-197 Sum 74

167. Weingartner, Rudolph H. *The Unity of the Platonic Dialogue*. The Bobbs-Merrill Co. 1973. 205p. \$7.50 hard cover. \$2.95 paper. *Phil & Rhet* 7:2:118-120 Spr 74

168. Wenburg, John R., & William W. Wilmot. *The Personal Communication Process*. John Wiley & Sons. 1973. 236p. \$7.95. *J Comm* 24:2:189 Spr 74
QJS 60:3:392-393 Oct 74

169. Wiggin, M. E. *Passage for Comment & Appreciation*. Edward Arnold Pub. Ltd. n.d. *Speech & Drama* 23:2:36 Sum 74

170. Williams, Eric. *Looking Glass*. Ed. Arnold. n.d. *Speech & Drama* 23:2:32 Sum 74

171. Winick, Charles, Lorne G. Williamson, Stuart F. Chuzmir, et al. *Children's Television Commercials: A Content Analysis*. Praeger Pub. 1973. *J Comm* 24:2:185-186 Spr 74

172. White, Eugene E. *Puritan Rhetoric: The Issue of Emotion in Religion*. Southern Illinois Univ. Press. 1972. 215p. \$7.95. *Phil & Rhet* 7:2:121-123 Spr 74

173. Wright, Georg Henrik von. *Explanation and Understanding*. Cornell Univ. Press. 1971. 230p. \$8.50. *Phil & Rhet* 7:3:187-190 Sum 74

174. Yuki, Gary A. & Kenneth N. Wexley, eds. *Readings in Organizational and Industrial Psychology*. Oxford Univ. Press. 1971. 590p. *Wisconsin J* 5:1:44 Fall 74

175. Zannes, Estelle, & Mary Jean Thomas. *Checkmate in Cleveland: The Rhetoric of Confrontation During the Stokes Years*. The Press of Case Western Reserve Univ. 1972. 271p. \$5.95. *QJS* 60:2:248 April 74

176. Zettl, Herbert. *Sight, Sound, Motion: Applied Media Aesthetics*. Wadsworth Pub. Co. 1973. 401p. \$15.00. *QJS* 60:3:394-395 Oct 74

Subject Guide: Book & Media Reviews

Advertising, 139
Aesthetics 176
Ancient Rhetoric 145
Aphasia 138
Argumentation 92
Attitude Change 88

Behavior 85
Black Communication 38, 79, 147
Broadcasting 94, 146
Bulwer, John 30
Cable Television, 85

Career Education 11
Churchill, Winston 122
Communication 29, 102, 148
Communication & Coding 14
Communication & Conflict 117
Communication & Cultural Habitat 32
Communication & Family Planning 132
Communication & Social Policy 55
Communication Education,
 Collegiate 23
 Secondary 23, 24
Communication Research 111

Communication Strategies 130, 132
Communication Texts 90
Communication Theory 127, 168
Communication Technology 55
Content Analysis 31
Counterculture 3
Cross Cultural Communication 38, 46, 79, 137, 141

Debate 41
Discussion 58

Emerson, Ralph Waldo 149, 150

SUBJECT GUIDE: BOOK & MEDIA REVIEWS

Encounter Groups 87
 English Education 161
 English Usage 108
 Explanation 173
 Extra-Sensory Perception 66

Film 13
 First Amendment 100

Genre 70
 Government 63

Holst, Imogen 68
 Humanities 3

Indians—American History 109
 Interpersonal Communication 2, 6, 19,
 25, 26, 118, 121, 134, 144, 153

Kames, Lord 114
 Kennedy/Nixon Debates 77
 Kennedy, Robert F. (funeral) 78
 Kierkegaard 96
 Kinesics 17

Language 39, 155, 160, 162
 Language—Children 159
 Language Development 69
 Law & Communication 127
 Leadership 154
 Linguistics 1, 10
 Literature, American 131
 Logic 157, 166

McGovern, George 65
 Mass Communication 8, 46, 100, 101,
 139, 140, 143, 165
 Mass Media 67, 93, 101, 141
 Media Violence 76

Nazis, Social History 75
 News, 48
 News, History 52
 Nixon/Kennedy Debates 77
 Nonverbal Communication 17

Oral Communication 115, 168
 Oratory 84
 Organizational Communication 56, 174

Parliamentary Procedure 74
 Personality 86
 Persuasion 82, 103, 134, 139
 Phonetics 1
 Plath, Sylvia 151
 Platonic Dialogue 167
 Poetics 34
 Poetry 9, 27, 36, 44, 59, 61, 81, 170
 Poetry, Chinese 89
 Political Communication 65
 Political Parties, History 16, 18, 113
 Political Rhetoric 125, 175
 Politics 63, 112
 Popular Culture 15
 Propaganda, Nazi 75
 Prose & Poetry 169
 Protest Rhetoric 130
 Public Address, U.S. 77
 Public Address, U.S.—History 71
 Public Policy Analysis 22
 Public Speaking 33, 136
 Texts 4, 50, 51, 83, 98, 164
 Puritan Rhetoric 172

Radio Broadcasting 49
 Reasoning 166,
 Regulation of Mass Media 85
 Religion—Rhetoric 172
 Representation, Political 125

Research 119
 Rhetoric 35, 135, 157, 172
 Rhetorical Criticism 7, 28, 142, 152, 167
 Rhetorical Genre 70
 Rhetorical Theory 10, 97
 Roosevelt, Franklin D. 45

Semantics 12, 73
 Sexism in School 64
 Small Group Communication 54, 87, 120,
 124, 133
 Social Psychiatry 128
 Social Psychology 158
 Social Psychology—Essays 72
 The South 129
 Southern Rhetoric 129
 Speaking 5, 95, 110
 Speech 57
 Speeches—Thucydides 62
 Speech Communication 42, 99, 106
 Speeches, American 21
 Stokes, Carl 175
 Symbols 53

Television 20, 47, 48, 88, 104, 105, 126, 171
 Television, Presidential Use 107
 Tertullian 145
 Thucydides 62

Understanding 173
 U.S. Congress—History 37
 U.S.—Social History 123, 156
 Ver
 Verse 60
 Violence as Portrayed Through the Media 76
 Visual Aids 80
 Visual Communication 43
 Wilson, Woodrow 91
 Women—History 163

Bibliographies & Reference Materials

This section includes book reviews of reference materials and bibliographies listed in Speech Communication journals as well as library/bibliography journals.

Library/Bibliography Journals Indexed

ABBREVIATIONS

AL
Choice
CRL
LJ
RQ
RSR
WLB

JOURNALS

American Libraries
Choice
College & Research Libraries
Library Journal
RQ
Reference Services Review
Wilson Library Bulletin

Arrangement of Reference Materials & Bibliographies

Full citation of books and location of review is arranged by surname of the author. If an author entry is not available, arrangement may be by title or a collective body considered the author.

Subject Guide: A general guide to the subject content of materials. Subject headings are followed by a number referring to the citation of the item and review.

The following terms are standard headings used as guides to specific types of reference tools:

Bibliographies
Biographical Sources
Concordances

Dictionaries (subject)
Directories
Encyclopedias (subject)

Handbooks & Manuals
Indexes
Journals

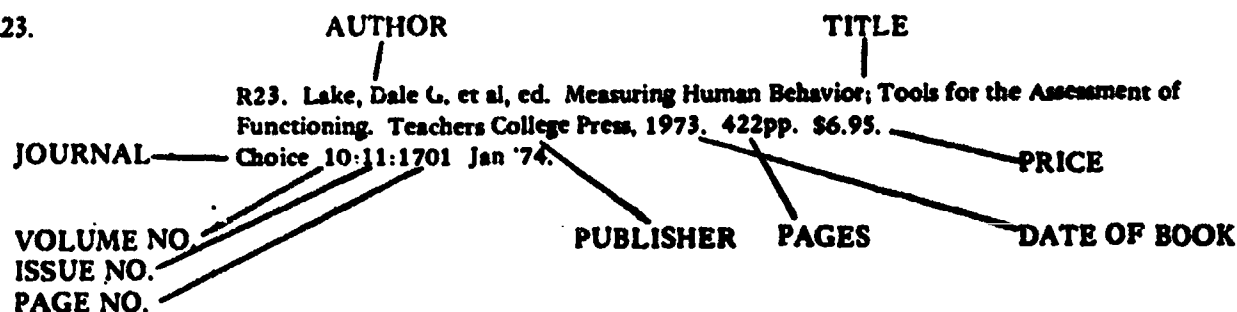
Plays
Play Reviews
Research Guides

EXAMPLE OF A REVIEW AND SUBJECT GUIDE ENTRY

Subject Guide

Human Behavior, R23.

Full Citation



Reference Materials & Bibliographies

1. Abramson, Harold J., & Sofios, Nicholas, ed. Index to Sociology Readers, 1960-1965. Scarecrow. 1973. 2 v. \$22.50.
RQ 13:4:345-346 Spring 74

2. Comprehensive Dissertation Index, 1861-1972. Xerox/University Microfilm. 1973. 37 volumes.
RQ 14:1:61 Fall 74

3. Index to Instructional Media Catalogs: A Multiple-Indexed Directory of Materials and Equipment for use in Instructional Programs. Bowker. 1974. 272p. \$19.95.
WLB 49:3:251 November 1974.

4. Irwin, John V. & Michael Marge. Principles of Childhood Language Disabilities. Appleton-Century-Crofts. 1972. 319p. \$13.95.
Speech T XXIII:2:182 March 74

5. Kaid, Lynda Lee, et al. Political Campaign Communication: a Bibliography & Guide to the Literature. LJ 99:15:2055 Sept 1, 1974.

6. Wolman, Benjamin B. comp. Dictionary of Behavioral Sciences. Van Nostrand, Reinhold. 1973. 478p. \$24.95.
RSR 2:2:43 April/June 74

Subject Guide: Reference Materials & Bibliographies

Behavioral Sciences 6
Dictionaries
Bibliographies
Campaign Communication 5
Campaign Communication 5
Bibliography
Childhood Language 4

Dictionaries,
Behavioral Science 6

Dissertations 2
Indexes
Indexes
Dissertations 2
Indexes
Media Catalogs 3
Indexes
Sociology 1

Language, Childhood 4
Media Catalogs 3
Indexes
Sociology 1
Indexes

REQUEST FOR ARTICLE DUPLICATION

Name _____	Name _____
Address _____	Address _____
City _____	City _____
State _____ Zip _____	State _____ Zip _____
Article(s) Requested:	Article(s) Requested:
Author _____	Author _____
Title _____	Title _____
Journal _____	Journal _____
Vol. No. _____ Issue No. _____ Pages _____ Date _____	Vol. No. _____ Issue No. _____ Pages _____ Date _____

Name _____	Name _____
Address _____	Address _____
City _____	City _____
State _____ Zip _____	State _____ Zip _____
Article(s) Requested:	Article(s) Requested:
Author _____	Author _____
Title _____	Title _____
Journal _____	Journal _____
Vol. No. _____ Issue No. _____ Pages _____ Date _____	Vol. No. _____ Issue No. _____ Pages _____ Date _____